

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Route 66 Steak 'n Shake (preferred)

other names/site number St. Louis Street Steak 'n Shake

2. Location

street & number 1158 E. St. Louis Street N/A not for publication

city or town Springfield N/A vicinity

state Missouri code MO county Greene code 077 zip code 65804

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local



Signature of certifying official/Title Mark A. Miles, Deputy SHPO



Date

Missouri Department of Natural Resources

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register determined eligible for the National Register

determined not eligible for the National Register removed from the National Register

other (explain:) _____

Signature of the Keeper _____ Date of Action _____

Route 66 Steak 'n Shake (preferred)
Name of Property

Greene County, MO
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
2	0	buildings
0	0	district
0	0	site
2	0	structure
0	0	object
4	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

Route 66 in Missouri

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE: Restaurant/Drive-In/Diner

COMMERCE/TRADE: Restaurant/Diner

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

OTHER: Restaurant/Drive-In/Diner

foundation: CONCRETE

walls: CERAMIC TILE

CONCRETE

roof: ASPHALT

other: METAL

Route 66 Steak 'n Shake (preferred)
Name of Property

Greene County, MO
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

COMMERCE

TRANSPORTATION

ARCHITECTURE

Period of Significance

1962 - 1981

Significant Dates

1962

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

unknown

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Previous documentation on file (NPS):

- ___ preliminary determination of individual listing (36 CFR 67 has been requested)
- ___ previously listed in the National Register
- ___ previously determined eligible by the National Register
- ___ designated a National Historic Landmark
- ___ recorded by Historic American Buildings Survey # _____
- ___ recorded by Historic American Engineering Record # _____
- ___ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- ___ Other State agency
- ___ Federal agency
- ___ Local government
- ___ University
- Other

Name of repository: Landmarks Assoc. of St. Louis, Inc.

Historic Resources Survey Number (if assigned): _____

Route 66 Steak 'n Shake (preferred)
Name of Property

Greene County, MO
County and State

10. Geographical Data

Acreeage of Property 0.66 acre

UTM References

(Place additional UTM references on a continuation sheet.)

1 15 475550 4118145
Zone Easting Northing

3 Zone Easting Northing

2 Zone Easting Northing

4 Zone Easting Northing

11. Form Prepared By

name/title Ruth Keenoy
organization Landmarks Association of St. Louis, Inc. date January 05, 2012
street & number 911 Washington Avenue, Suite 170 telephone 314-421-6474
city or town St. Louis state MO zip code 63101
e-mail rkeenoy@landmarks-stl.org

Additional Documentation

Submit the following items with the completed form:

- **Maps:**
 - A **USGS map** (7.5 or 15 minute series) indicating the property's location.
 - A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs.**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Leonard Sons, Inc.
street & number 1550 S. Glenstone Avenue telephone 417-860-1975
city or town Springfield state MO zip code 65804

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Route 66 Steak 'n Shake (preferred)
Greene County, Missouri
Route 66 in Missouri MPDF

Summary

The Route 66 Steak 'n Shake (preferred) is located in Springfield (Greene County), Missouri at 1158 E. St. Louis Street (former U.S. Highway 66). The property is situated within the southeastern intersection quadrant of E. St. Louis Street and National Avenue. The associated 0.66-acre parcel features a one-story contributing building constructed in 1962 as a Steak 'n Shake restaurant. The building is sited on an asphalt-paved lot bounded by E. St. Louis Street (north), National Avenue (east), an adjacent commercial property (south), and an alley (west). The parcel includes two free-standing signs (both contributing) at the northeast and south ends of the lot; and one contributing outbuilding near the southwest corner of the lot. The Route 66 Steak 'n Shake is locally significant under Criterion A: Commerce and Transportation; and Criterion C: Architecture. The period of significance extends from the date of the building's construction (1962) through 1981, when Route 66 was decommissioned as a federal highway in Missouri. The property meets Criterion Consideration G as a significant example of roadside architecture associated with historic Route 66. The property is associated with the Multiple Property Documentation Form (MPDF): Route 66 in Missouri. It is nominated under the MPDF Context for Automobile Tourism and Roadside Commerce, 1926 – 1981. Route 66 Steak 'n Shake meets the MPDF Registration Requirements for the Eating Establishments property type.

Narrative Description

Building Exterior

Route 66 Steak 'n Shake is a one-story, rectangular plan, concrete building with a flat roof, exterior glazed ceramic tiles (all elevations), and a poured concrete foundation. The roof is covered with asphalt and projects beyond exterior walls at all elevations. The roof overhang is edged with neon lighting and bears slogans associated with the chain establishment: "Grinding Only Gov't Inspected Beef for Steakburgers" (north elevation); "Famous for Steakburgers," "Genuine Chili," and "Tru-Flavor Shakes" (east and west elevations); and "In Sight it Must Be Right" and "We Protect Your Health" (south elevation). At the center of the flat roof, a bulb and neon sign bears the restaurant's name, "Steak 'n Shake." Below the Steak 'n Shake neon lettering, the sign bears the painted slogan, "It's a Meal." The large linear sign extends east-to-west across the width of the building. The south end of the sign rises vertically and slants diagonally, drawing visual attention to the sign's asymmetrical design. The sign is two-sided (east/west) and bears identical neon/painted lettering on each side.

The building's primary (north) elevation faces E. St. Louis Street (formerly Route 66). The elevation holds a central commercial style glass and metal door with an upper single-pane transom. The entry is offset to the west by four floor-to-ceiling height glass panels divided by aluminum sashes. East of the entry, the door is offset by three upper half-length glass panel windows with aluminum sashes. Below the west windows, the façade is clad with glazed ceramic

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Route 66 Steak 'n Shake (preferred)
Greene County, Missouri
Route 66 in Missouri MPDF

tiles. The tiles are primarily white; though narrow bands of black tiles border the upper and lower elevation. Spanning the façade near the roof is a red-and-white striped pattern drop-down canvas awning that bears the Steak 'n Shake slogan, "Takhomasak."

The east (side) elevation faces National Avenue. This elevation holds a striped drop-down canvas awning similar to that noted on the facade. Below the awning, the elevation features a continuous band of nine single-pane windows, which span the entire elevation. The window lights are divided by narrow aluminum bands. Slightly off-center on the elevation is a walk-up customer service window with an attached exterior stainless steel tray stand. The lower elevation is clad with glazed white ceramic tiles. Similar to the primary elevation, the tiles are bordered (top and bottom) by narrow bands of black tiles. The southeast corner of the elevation is recessed to create a walk-up service bay. This area is covered by the roof overhang, supported by a single metal column. The exterior walls of the recessed area hold upper window panels. Below the windows are flat-topped metal projections that house air conditioning equipment. The L-plan rectangular air conditioning unit rests on a poured concrete slab.

The west (side) elevation supports a drop-down canvas awning (with logo) that spans half of the elevation (from the north end). Below the awning, the elevation holds three large floor-to-ceiling windows. The remainder of the elevation is clad with white ceramic tiles. The lower elevation is clad with a slender band of black tiles. The south end of the elevation holds two solid single-door entries. One of the doors (nearest the north end of the elevation) is enclosed with plywood. The other entrance retains an original wood door with a lower metal grate. Extending along the elevation is a concrete sidewalk. An exterior stairwell leads from the sidewalk to a basement entry via a door on the lower (sublevel) elevation. The basement staircase is offset by a metal handrail. Concrete linear barriers extend along the handrail near the parking lot. The basement entry is covered by a solid metal door.

The south (rear) elevation serves as a drive-up area for customers. The wall is clad with exterior ceramic white tiles. A foundation level band of black tiles is also intact (similar to the other elevations). The southeast corner of the elevation supports a recessed customer walk-up area that is shared by the east elevation (as noted above). Offsetting this area is a drive-up window (on the south elevation wall) that holds a two-panel sliding window. West of the drive-up window bay is a single door with a single window. Similar to the remaining elevations, a concrete sidewalk extends along the elevation.

Building Interior

The interior of the Route 66 Steak 'n Shake reflects an open plan dining establishment. The east end of the interior space supports a linear customer service area that is visible from the dining area. The service area retains original stainless steel cabinets and appliances. It is separated from the dining area by a stainless steel topped counter that serves as a customer service area. The

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Route 66 Steak 'n Shake (preferred)
Greene County, Missouri
Route 66 in Missouri MPDF

kitchen is situated at the south end of the restaurant. The kitchen floor is clad with tile. Overhead fluorescent lighting (added c. 1995) extends in a linear fashion above the dining area, parallel to the interior east wall/counters. West of the counter/service area is an open dining room with tables and chairs (c. 2000). Tables are supported by single (two-top) and paired (four-top) stainless steel legs. Chairs are metal with vinyl seat coverings. Bench seats line the west and north ends of the dining area. The dining area floor is clad with c. 2000 ceramic tile. The southwest corner of the interior space is partially enclosed by a projecting wall. This area leads to a hallway and two restrooms. Immediately north of the kitchen is an enclosed storage area. Though much of the interior space has been updated through the addition of contemporary floor tiles, ceiling tiles, modern appliances, tables and chairs; the original floor plan is intact as are kitchen and service area finishes.

Site Description

Separating the Steak 'n Shake building from E. St. Louis Street, at the north end of the parcel, is a slightly elevated strip that provides curb parking near the primary elevation. The projection connects the concrete sidewalk along E. St. Louis Street to the walkway abutting the building's north wall. Parking spaces extend along the east and west ends of the curbed area. The center of the raised curb/projection is landscaped with grass, trees, shrubs, and flowers. Sidewalks extend around the east, west, and south sides of the landscaped area to provide access to/from the building and parking lot.

Two free-standing original signs are located on the lot associated with the property. The northeast corner of the lot (near the intersection of E. St. Louis Street and National Avenue) supports a free-standing modular sign supported by a central metal pole. The sign is topped by an abstract diamond-shaped sign flanked by bulb lighting. Below the upper diamond-shaped projection is a bow-tie shaped sign bearing the "Steak 'n Shake" neon logo. Similar to the sign on the building's roof, the pole sign provides advertising on both sides – identical on each side and visible to traffic along both routes that intersect the property's borders.

The additional original sign, situated at the south end of the lot, is constructed of wood and is painted. The sign bears the name of the restaurant, "Steak 'n Shake." Between the sign's wording "Steak 'n" and "Shake," is an image of a milkshake and "steakburger" with additional logo/slogans relating to the business. The sign is rectangular and approximately ten feet in height. It is supported by six metal poles and lit by eight metal lamps extending from the back side of the sign above the lettering. Unlike the two neon signs on the property, the sign bears words/advertising on a single side facing the parking lot. Below the words, the sign bears a horizontally striped pattern with rounded edges, which loosely imitates the striped awning on the building. Abutting the rear (non-advertising) side of the sign is the adjacent property, which supports a prefabricated metal building.

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Route 66 Steak 'n Shake (preferred)
Greene County, Missouri
Route 66 in Missouri MPDF

The property site holds one contributing outbuilding, located near the southwest corner of the lot. The small one-story concrete building is rectangular in plan with a slab foundation and a flat roof. The south end of the building has a small shed addition. The east elevation holds two entries. The entry to the south is filled with a contemporary storm door (glass and metal), situated within the shed wing. The remaining entry (north end, east elevation) holds a solid metal door with strap hinges. The building serves as a storage facility and was erected during the period of significance.

Integrity Discussion

Route 66 Steak 'n Shake retains all seven aspects of integrity: location, design, setting, materials, workmanship, feeling and association. The building has been altered since construction; but these alterations are primarily associated with the interior space. Interior upgrades have been limited to materials that over the years required replacement due to continuous use (such as tables, chairs, and floors) and to comply with local and state regulations; as well as corporate sponsorship. Despite the changes, the interior space retains its original plan and much of the original service area finishes. As such, it clearly demonstrates the property's intended use and fails to detract in any way from the significance of the property and its relationship to Route 66.

Route 66 Steak 'n Shake meets the MPDF Registration Requirements for Eating Establishments. The property meets the requirements for two subtypes: Diners and Drive-ins. The restaurant was originally a drive-in eating establishment that also offered interior dining. The building meets the registration requirements for listing under Criterion A: Transportation and Commerce; as well as Criterion C: Architecture. It is associated with Route 66 in Missouri between the years 1926 and 1981. The property retains integrity of location, design, setting, materials and association for both drive-ins and diners. Due to the property's age, which is less than 50 years, it exhibits exceptional significance under Criterion Consideration G.

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Route 66 Steak 'n Shake (preferred)
Greene County, Missouri
Route 66 in Missouri MPDF

Statement of Significance

Summary

The Route 66 Steak 'n Shake (preferred) in Springfield, Missouri, is located at 1158 E. St. Louis Street. The primary resource on the site is a one-story drive-in restaurant constructed in 1962, at which time St. Louis Street served as U.S. Highway (Route) 66. The lot, in addition to the restaurant and its roof-topped neon sign, supports two free-standing signs (erected c. 1962) and a small outbuilding (c. 1962); all of which are contributing to the site. The parcel encompasses 0.66-acre and is situated at the southeast intersection of E. St. Louis Street and National Avenue. The property is locally significant under Criterion A: Commerce and Transportation and Criterion C: Architecture. The Route 66 Steak 'n Shake in Springfield is nominated under the Multiple Property Documentation Form (MPDF): Route 66 in Missouri and is associated with the historic context, "Automobile Tourism and Roadside Commerce, Route 66 in Missouri, 1926-1981." It is an excellent example of Missouri's roadside diners/drive-ins constructed along Route 66, and a representative example of the "Eating Establishment" property type identified in the MPDF. The restaurant is a standard plan Steak 'n Shake diner, associated with the restaurant chain established by Gus Belt 1934. The restaurant continues to operate in this capacity today. The period of significance extends from the date of the building's construction (1962) through 1981, when Route 66 was decommissioned as a federal highway in Missouri. The property meets the requirements to be nominated under Criterion Consideration G for properties less than 50 years old. The property is both an increasingly rare example of historic corporate architecture constructed along Route 66 at the peak of its popularity in the 1960s, and closely associated with an iconic transportation route that significantly impacted transportation and commerce in Springfield and Missouri.

Route 66 in Missouri, 1926 – 1981

Route 66 is the common name for the former U.S. Highway 66, designated as such by the Bureau of Public Roads in 1926. Originating in Chicago (IL), the highway passed through Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico and California before reaching its terminus near Santa Monica (CA). Route 66 was created in piecemeal fashion by linking existing roads – many originally used as settlement trails and farm-to-market routes. The route's standardization and final alignment took more than ten years to complete.¹ Many sections of the road had to be widened, straightened and/or paved to meet federal regulations, and new construction was necessary to provide alignment connections. Route 66 was the first road of its length to be entirely paved; and it was the first (and only) national highway that traversed the country diagonally. Today, Route 66 is the nation's most iconic roadway – long associated with

¹ Michael Cassity, "Route 66 Corridor National Historic Context Study" (Route 66 Preservation Program, National Park Service, 2004), iv.

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Route 66 Steak 'n Shake (preferred)
Greene County, Missouri
Route 66 in Missouri MPDF

the automobile's popularity in American culture. The road was decommissioned in Missouri in 1981 and nationally in 1985. In Missouri, segments of the highway remain intact and in use today, including the improved stretch that extends adjacent to the Route 66 Steak 'n Shake on E. St. Louis Street (Figure 1).²

Springfield, Missouri is considered the "birthplace" of Route 66. It was here that road's designation as U.S. Highway 66 was finalized under the direction of Cyrus Stevens Avery. Avery was an appointed member of Oklahoma's State Highway Commission and a Good Roads advocate. He served as one of four representatives assigned by the U.S. Department of Agriculture to assist with planning a federal highway through the Midwest that would connect the eastern half of the country to California.³ The official decision that granted the road its 66 numbering assignment was made on April 30, 1926, during a meeting at the Colonial Hotel (no longer extant) in downtown Springfield (Figure 2).⁴ The event granted Springfield its association as the "birthplace" of Route 66 and dubbed Avery as the "father" of Route 66.⁵

Missouri's Route 66 was pieced together utilizing the state's existing road network which, as previously noted, was true for much of the alignment. Although Route 66 was part of the federal highway system, its maintenance and improvements were funded by individual states. The road's federal designation relates primarily to its numbered assignment as "U.S. Highway 66" – a standardized means of numbering highways established by the American Association of State Highway Officials (AASHTO) in 1925. Missouri was the first state to earmark its highway revenues. In 1921, Missouri's general assembly passed what is commonly known as the Centennial Road Law, created to draft the state's plans for a modern highway system and provide funding through licensing fees and a fuel tax.⁶ An amendment in 1928 secured an additional \$75 million in bonds that could be used for no other purpose than to construct and improve primary and secondary roads.⁷ Through the bonds and funds earmarked under the Centennial Road Law, Missouri finished paving Route 66 in less than three years. This was no small feat as the road encompassed 126 unpaved miles in 1926. Two states finished paving Route 66 sooner: Illinois – which designated Route 66 primarily along roads paved prior to 1926; and Kansas – which supported only 13 miles of Route 66. A grand celebration was held in Rolla in March 1931 after the final segment was paved in Missouri – a 27-mile stretch between Rolla and Springfield.⁸

² Ruth Keenoy and Terri Foley, "National Register of Historic Places Multiple Property Documentation Form: Route 66 in Missouri," (2008), E:1.

³ Spencer Crump, *Route 66: America's First Main Street*, (Texas: Zeta Publishers Company, 1994), 9.

⁴ Joe Sonderman, *Route 66 in the Missouri Ozarks*, (Charleston, SC: Arcadia Publishing, 2009), 93.

⁵ Keenoy and Foley, E:7.

⁶ Missouri State Highway Commission, *Missouri Traffic Survey* ([Jefferson City, MO]: Self-published, 1934), 14.

⁷ Missouri State Highway Commission, *Roads & Their Builders* ([Jefferson City, MO]: Self-published, 1971), 78; Richard F. Weingroff, "Milestones for U.S. Highway Transportation and the Federal Highway Administration," *Public Roads* (Vol. 49, No. 4, Spring 1996), np.

⁸ Keenoy and Foley, E:9.

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Route 66 Steak 'n Shake (preferred)
Greene County, Missouri
Route 66 in Missouri MPDF

By the 1940s, Route 66 supported the largest number of roadside gas stations, tourist camps, and eating establishments; more than double that of any other state highway in Missouri.⁹ West of St. Louis, Route 66 roughly followed the “Old Wire Road,” comprised of former Native American trails and paths that evolved into modern roads. The Old Wire Road was dubbed during the Civil War, during which time it supported an adjacent stretch of telegraph poles and wires.¹⁰ As Route 66 approached Springfield, it split into two alignments just east of downtown – a northern “bypass” route that skirted downtown and a southern “City 66” direct alternate that extended via St. Louis Street. The two segments connected at opposite ends of town via two north/south connectors: Glenstone Avenue (Highway 65) at the east; and Highway 160 at the west (Figure 3).

During Route 66’s heyday, Springfield was the state’s fourth largest city (currently it is the third largest). The city was relatively small until the 1880s, when the railroad arrived. The first line bypassed downtown, creating a town to the north – “North Springfield” – essentially a company town developed by the Atlantic and Pacific Railroad. North Springfield’s success spurred commercial and industrial development in Springfield as well; and a second line was constructed through downtown Springfield in 1881 by the Kansas City, Fort Scott and Memphis Railroad. The two companies merged around the turn of the century, creating the St. Louis-San Francisco (Frisco) Railroad system, which operated a headquarters office in Springfield. In 1887, North Springfield was incorporated into the City of Springfield.¹¹ The city’s population increased more than 200% after the amalgamation, bounding from 6,522 in 1880 to 21,850 in 1890. Growth continued steadily afterward (Table 1).¹²

Table 1. Population Statistics, Springfield, MO (based on U.S. Census data)

Year	Population	Percentage Change
1870	5,555	--
1880	6,522	+17.4%
1890	21,850	+225.0%
1900	23,267	+6.5%
1910	35,201	+51.3%
1920	39,631	+12.6%
1930	57,527	+45.2%
1940	61,238	+6.5%

⁹ [Ben Fitzgerald], *Missouri Highways The Centennial Road Law: A Highway Plan* [State of Missouri, 1940c], 40.

¹⁰ Keenoy and Foley, E:2.

¹¹ Workers of the Writers’ Program of the Works Projects Administration, *Missouri: The WPA Guide to the “Show Me” State* (St. Louis: Missouri Historical Society Press, 1991; reprint), 332.

¹² United States Census Bureau, “Census of Population and Housing,” (Available at: <http://www.census.gov/prod/www/abs/decennial/>; Access date: 15 December 2011).

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Route 66 Steak 'n Shake (preferred)
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1950	66,731	+9.1%
1960	125,278	+88.0%
1970	151,681	+20.1%

Much of Springfield's twentieth-century growth relates to the city's Missouri State University Campus, established in 1905 as Southwest Missouri Teacher's College, as well as from expansion of the Frisco Railroad system.¹³ By the mid-1950s, Springfield was one of the state's largest urban centers, surpassed only by St. Louis and Kansas City. The city was also one of the state's earliest to support an interstate highway system, initiated during the 1950s-60s.¹⁴ Springfield's transportation network has played an important role since the arrival of the railroad in the 1870s. By the early twentieth-century, Route 66 provided two important links to the City (noted previously) – one through downtown and the other along a northern bypass that supported a number of businesses. Although Missouri's segment of Route 66 was decommissioned in 1981, the road continued to provide important connections for Springfield.

The Evolution of the Drive-in Restaurant

Oddly enough, it was the pharmacy and its connection to the soda fountain that led to the development of roadside dining establishments. Before automobiles made their appearance, Americans found themselves catered to by local pharmacies, which provided "runners" who served soda fountain drinks to passengers waiting in their carriages. Once automobiles began to replace the horse and buggy; more pharmacies added curbside service and "roadside dining" began to take shape.¹⁵ "A symbiosis developed between two emerging forces – the urge to ride in the car and the urge to eat out."¹⁶ Though it is not known exactly when the first roadside drive-in restaurant was constructed, one of the earliest and most popular was the Pig Stand which opened in 1921 on the Dallas-Fort Worth Highway. The design of the establishment was simple and straight-forward, a "boxcarlike building with large rectangular food-service windows cut in the long side facing the sidewalk, and signs and soft-drink advertisements mounted on the roof."¹⁷ By 1934, more than 100 Pig Stand Drive-ins were operating not only in Texas – but also in Alabama, Arkansas, California, Florida, Louisiana, Mississippi, and New York.¹⁸ What made the restaurant popular so quickly was the availability of curbside service in which customers could

¹³ Bishop, Esther Downs (ed.), *State of Missouri Official Manual for the Years Nineteen Forty-Seven, Nineteen Forty-Eight* (State of Missouri: Secretary of State, [1948]), 440-441.

¹⁴ Missouri Department of Transportation, "Missouri's Interstate Highway System: Yesterday, Today and Tomorrow," (Available at: <http://www.modot.org/interstate/MissourisInterstateHistory.htm>; Access date: 15 December 2011).

¹⁵ Michael Karl Witzel and Tim Steil, *Classic Roadside Americana* ([Redondo Beach, CA]: Crestline, 2006), 13-15.

¹⁶ Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Boston: Bullfinch Press, 1985), 196.

¹⁷ *Ibid*, 208.

¹⁸ Michael Karl Witzel, "The Texas Pig Stands Drive-In," (8 November 2008), Available at: <http://michaelwitzel.com/wordpress/the-texas-pig-stands-drive-in/> (Access date: 25 October 2011).

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Route 66 Steak 'n Shake (preferred)
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remain in their automobiles while ordering from a menu posted on the wall of the building. Waiters remained alongside cars to take orders, returning with trays bearing whatever customers ordered. Both new and established restaurants took advantage of the craze and began to offer chain drive-in service along well-traveled roads.

Another early business that offered roadside dining was the gasoline/service station. By the 1920s, many sold food to customers while they waited. “As a consequence, the sale of ‘road food’ became inextricably linked with the sale of gasoline.”¹⁹ Most early refueling stops were privately owned. Many were adjacent to the owner’s home, making it possible to easily prepare food for customers. Some mom and pop establishments provided it all – gas, food, and lodging; all on the same property. Consider George Morrow who lived along Route 66 near Iberia, Missouri (Miller County). With a modest investment of \$1,500, Morrow (a gasoline station owner) purchased frontage along a newly constructed section of Route 66 near Kearney. Here Morrow constructed an Ozark stone complex that included a combination automobile garage/gas station and a house. The house provided space for overnight guests and a small store, as well as the Morrow Family’s private quarters consisting of two bedrooms, a living room, and dining area.²⁰

In some instances, existing cafes, restaurants and diners – such as A&W (established in 1919 by Roy Allen in Lodi, California) – added curbside or drive-in service by simply adding large parking areas where customers could “drive in” and order from waitresses (or waiters) who carried trays of food to the parked automobiles. A&W took drive-in dining one step further; encouraging other merchants and distributors to franchise its products, logo and architectural design. The concept was a great success. The promotion of A&W’s “image” allowed customers to visually connect the chain to its products and highly rated customer service (Figure 4). For a small investment, owners of franchised establishments could grow their businesses much more rapidly than privately owned enterprises.²¹

Roadside eateries waned in numbers during World War II when gasoline and food rations forced many businesses to close. Their popularity exploded again, however, once Americans found themselves with disposable income, modern automobiles and a seemingly endless network of highways, such as Route 66. By the mid-1960s, more than 35,000 drive-in restaurants were operating across the United States.²² The diners that initially cropped up along Route 66 were, for the most part, “unregimented” and “casual” establishments.²³ By the 1930s, the rapidly increasing number of such establishments shifted owners toward the idea that to attract more

¹⁹ Michael Karl Witzel, *Route 66* (St. Paul, MN: MBI Publishing Company, 1996), 91.

²⁰ Witzel, 1996, 91-93. [Of note, Ethel Morrow – George’s wife – continued her career after the Morrrows’ establishment closed at The Grove, a popular Springfield restaurant on U.S. Highway 65].

²¹ Liebs, 208-209.

²² Ibid, 208-210.

²³ Cassity, 305.

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Greene County, Missouri
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customers, some type of “image” should be projected by a sign, the building and/or the food itself. After World War II, the “emerging trend was toward franchises and standardization; as mechanization took on a larger role in the kitchen [and] uniformity on the menu provided greater predictability for travelers unfamiliar with the home-grown culinary delights a community might offer.”²⁴ Cities, towns, and small crossroads communities began converting popular restaurants into drive-ins with curbside service. This was often accomplished by “adapting the structure as it was or adding small touches that could be interpreted as drive-in imagery. A touch of neon or an enlarged highway sign could [certainly] do the trick.”²⁵

Springfield capitalized on roadside dining and Route 66. One of the most successful examples was Red’s Giant Hamburg, which opened in 1947, shortly after Sheldon “Red” Chaney moved to Springfield with his wife, Julia Etter. Chaney was a World War II veteran who purchased an existing gas station and motel where he also constructed a small café that sold food (primarily hamburgers) through an open window. Drivers collected their food while in their cars via a “drive through” window, which had speakers for ordering food. Red Chaney constructed a sign for the business, “the proportions [of which] were measured incorrectly [for the word ‘hamburger’], leaving “Giant” on the horizontal crossbar, and “Hamburg” on the vertical pole.”²⁶ To prevent customers from backing into the sign, in the 1950s, Chaney parked a Buick in front of the sign. This too became a well-recognized image sought by travelers who wanted to stop for a burger at Red’s (Figure 5).²⁷ Although the motor court closed in 1955, the hamburger stand operated until 1984.²⁸

Steak 'n Shake – from Peoria, Illinois to Springfield, Missouri, 1939 - 1962

Steak 'n Shake is a well-known diner/restaurant associated with Augustus (Gus) Hamilton Belt. A native of Springfield, Illinois, Gus Belt’s story is similar to that of George Morrow’s and Red Chaney’s. During the Great Depression, Belt – forced to close a tire dealership and subsequent steakhouse restaurant – purchased a Shell service station at 1219 S. Main Street in Normal, Illinois. Interested primarily in the restaurant business, Belt began to sell food cooked by his wife, Edith, to customers. The addition of food was a popular one; and the Belts were soon not only serving regular customers – but also students and employees from the nearby Illinois Normal State Teachers College. The Belts’ success spurred them to purchase “an old house with

²⁴ Ibid, 306.

²⁵ Jim Heimann, *Car Hops and Curb Service: A History of American Drive-in Restaurants 1920 – 1960.* (San Francisco: Chronicle Books, 1996), 96.

²⁶ Geoff Pickle, “No. 19 Red’s Giant Hamburg farewell,” *Springfield Business Journal* (26 July 2010; available at: <http://sbj.net/main.asp?Search=1&ArticleID=87473&SectionID=48&SubSectionID=108&S=1>; Access date: 16 December 2011); C.H. (Skip) Curtis, *The Missouri U.S. 66 Tour Book* (Lake St. Louis, MO: Curtis Enterprises, 1994), 201.

²⁷ Pickle.

²⁸ Curtis, 202.

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a circular drive” near the gas station; where food could be prepared and served at one location, much like a regular café.²⁹ The small restaurant did well until one of its best-selling items, beer, was discontinued when the city passed a law restricting alcohol sales near the college. Determined not to give up, Gus Belt decided to eliminate café style service and focus on selling “fast” food to college students. One item in particular seemed to fit the bill – the hamburger.³⁰

More than any other type of food served at drive-ins, hamburgers became the “American favorite” of all fast-food type offerings.³¹ The most successful franchise to serve and market the sandwich was McDonald’s, created by Maurice and Richard McDonald in 1939. The original San Bernardino, California restaurant was designed as a standard drive-in. The business was moderately successful, particularly among local teenagers. In 1948, the McDonalds opted to scale back costs in hopes of turn a greater profit by eliminating curbside service and creating a self-serve type restaurant. “By 1952 the brothers were producing an estimated one million of their fifteen-cent hamburgers and twenty-cent malts and shakes and 160 tons of ten-cent portions of French fries in a year in their 192-square-foot food factory.”³² Following the path of A&W, and through the encouragement of a paper cup salesman, Ray Kroc (eventual owner of the chain), the McDonalds began to offer franchises. Part of the franchise agreement included a well-designed, eye-catching restaurant that became one of the “most familiar architectural icons” – an idea that “caught on quickly” and spread like wildfire.³³

Belt’s initial idea for his hamburger joint focused solely on food quality and restaurant cleanliness. He believed it was possible to charge twice as much for hamburgers and milkshakes if they were of a much higher quality than the alternatives.³⁴ The concept was not to sell hamburgers; but to sell “steakburgers.” The Belts served shakes made with a combination of malted milk and ice cream in three flavors: vanilla, chocolate and strawberry.³⁵ The former Shell station was converted to a drive-in restaurant by removing the gasoline pumps and expanding the counter. Several booths were added to the remodeled interior dining area. A friend of the Belts who was a sign painter, Hynie Johnson, designed the winged logo that remains associated with Steak ‘n Shake today. The interior was decorated to reflect a streamlined art deco appearance. Belt added a frame faux mansard to the building that held hand-painted signs with phrases such as “It’s a meal” and “Tru flavor shakes.”³⁶ Initially, the restaurant was called “Whitehouse Steak ‘n Shake” (in imitation of White Castle, a popular hamburger drive-in). Soon, however; the name

²⁹ Robert P. Cronin, *Selling Steakburgers: The Growth of a Corporate Culture* (Carmel, Indiana: Guild Press of Indiana, Inc., 2000), 3.

³⁰ *Ibid*, 3-4.

³¹ Witzel and Steil, 31.

³² Liebs, 212-213.

³³ *Ibid*, 213.

³⁴ Cronin, 5.

³⁵ *Ibid*, 14.

³⁶ *Ibid*, 8-9.

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was shortened as customers began to refer to the restaurant's fare as "steak and shake."³⁷ At last, Gus Belt found his niche in the restaurant business. The S. Main Street business opened in February 1934 and was successful enough to open a second restaurant in 1936 (Figure 6).³⁸

By 1939, Belt owned eight restaurants in Illinois (Normal, Bloomington, Champaign, Danville, Decatur and Peoria). At least half of the buildings were extant properties that the Belts purchased and remodeled as Steak 'n Shake.³⁹ This worked well for a time though the Depression era imposed food rations that threatened to close many restaurants, including those owned by the Belts. In contrast, the decade following World War II was a turning point for Steak 'n Shake; one that launched major expansion efforts.

In 1949, a second Danville, Illinois Steak 'n Shake opened. The event is notable because the building was designed as a "prototype for the expansion of the chain."⁴⁰ The Danville restaurant was based on Gus Belt's original streamlined concept, featuring a stainless nine-stool counter, black-and-white tile interior, and lot with "frontage of seventy-seven feet" that could accommodate up to 40 automobiles.⁴¹ Belt hoped that the standardized image would provide success in marketing a large metropolitan area; namely, St. Louis, Missouri. Earlier attempts to expand Steak 'n Shake in Chicago during the late 1930s/early 1940s were unsuccessful. The ease in which Steak 'n Shake gained a steady following in small towns did not follow suit in Chicago because the restaurant "could not attain the [necessary] customer identification factor."⁴² Belt did not plan to make the same mistake twice.

Prior to opening his line of St. Louis' restaurants, Belt packaged a "reassuringly clean" image, including "stark stainless steel and black-and-white décor that was kept shiny with frequent scrubblings."⁴³ The rectangular plan, white concrete building with black-and-white interior that became standard for all Steak 'n Shakes is a large part of the reason that the restaurant was successful in St. Louis.⁴⁴

Belt's standards for the food he served were likewise stringent. He developed a formula for what he believed would be the perfect burger, which started with the best meat available in Illinois, ground fresh and mixed according to a precise

³⁷ Ibid, 8.

³⁸ Cronin, 7, 11; Funding Universe, "The Steak n Shake Company," Available at: <http://www.fundinguniverse.com/company-histories/> (Access date: 19 December 2011). Of note, these two sources disagree on where the second Steak n' Shake opened in 1936 – Cronin indicates it was Normal; Funding Universe cites the location as Bloomington.

³⁹ Funding Universe.

⁴⁰ Cronin, 19.

⁴¹ Ibid.

⁴² Ibid, 22.

⁴³ Funding Universe.

⁴⁴ Cronin, 26-27.

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ration of lean to fat. Belt then grilled the burgers in a unique, carefully choreographed method . . . Even condiments did not escape his attention; he soon began slicing his pickles lengthwise so that diners got a taste of pickle with every bite of burger . . . He often wheeled in a barrel of steaks during the restaurant's busiest time and ground them while the diners watched. [Steak 'n Shake] . . . had an open layout that allowed customers to watch the cooks prepare their meals, which gave rise to the slogan, "In sight, it must be right."⁴⁵

Belt was not a fan of franchised restaurants. He preferred to remain in control to "reduce complications and increase his own revenue."⁴⁶ Steak 'n Shake franchises were far and few between during the 1940s-50s.⁴⁷ As recently as 2000, less than 20% of the chain was franchised.⁴⁸ Springfield's Route 66 Steak 'n Shake is an exception to the chain's corporate ownership; though that was not the case when Herb Leonard moved to Springfield. Leonard was a "company man" who began working for Gus Belt in 1939. In 1962, he moved his family from Peoria to Springfield to open two new Steak 'n Shakes.⁴⁹ By that time, Edna Belt controlled Steak 'n Shake, embracing Gus Belt's role following his death in 1954. Mrs. Belt operated Steak 'n Shake "exactly as her husband had," continuing the practice of expanding the business but retaining as much control as possible. During the 15 years that Edna ran the company, 51 new restaurants opened in Illinois, Missouri, Florida and Indiana.⁵⁰ Herb Leonard managed the company's two restaurants in Springfield – both of which remain open and in business today. The buildings (both constructed in 1962) are virtually unchanged since erected; located at 1550 S. Glenstone Avenue and 1158 E. St. Louis Street (Route 66 location). Herb Leonard gained ownership of both businesses in 1973, shortly after Edna Belt sold her interest in 1969 to Longschamps, Inc.⁵¹

Historical and Architectural Significance in Relation to Route 66 in Missouri

Route 66 Steak 'n Shake meets Criterion A for its associations with Route 66 under the contexts of Commerce and Transportation. Route 66 Steak 'n Shake is also significant under Criterion C for its architectural contributions as a standardized plan diner. As noted in the associated Multiple Property Documentation Form (MPDF), freestanding diners and drive-ins on Route 66 in Missouri were common place by the 1960s; though few remain in operation today. The Steak 'n Shake example in Springfield reflects the growing trend toward fast food dining that replaced eat-in restaurants and cafes dominating the route prior to World War II. The property is locally

⁴⁵ Funding Universe.

⁴⁶ Cronin, 23.

⁴⁷ Ibid.

⁴⁸ Funding Universe.

⁴⁹ Gary Leonard, Interview with Ruth Keenoy (telephone). 14 October 2011.

⁵⁰ Funding Universe.

⁵¹ Gary Leonard interview.

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significant and because its period of significance extends into a period less than 50 years in the past, meets Criterion Consideration G. Route 66 Steak 'n Shake falls within the period of significance under the contexts for which it is nominated to the National Register under the cover MPDF. The property is an excellent example of its type, retaining integrity of location, design, setting, materials and association. The Route 66 Steak 'n Shake restaurant is one of two locations that opened in the Springfield in 1962. Both buildings remain intact and in operation today; and both illustrate the historical associations of the restaurant in terms of expansion efforts during the 1960s; but only the example on E. St. Louis Avenue is related to Route 66. Extant examples of early Steak 'n Shake restaurants in Missouri are rare. Most have been replaced by contemporary buildings.

In Missouri, Route 66 spurred the development of significant construction and road improvements. Though segments of the highway were intact and paved in 1926; the effort to connect these existing segments as part of a national road linking the Midwest to California's coast was significant. Missouri had great success in funding its Route 66 improvements due to its 1921 Centennial Road Law that earmarked funds through taxation. When funds were redirected toward development of the interstate system, Route 66's prominence began to fade. In Springfield, however; the road remained an important urban connector beyond the 1960s; serving as the primary link from the interstate to downtown. This remains true even today, particularly along the section that extends past Route 66 Steak 'n Shake.

In the late 1940s, a standardized plan was developed for Steak 'n Shake restaurant by an unidentified architect hired by Gus Belt.⁵² The plan was based on Belt's original concept to have a recognizable restaurant that reflected his ideals for cleanliness and quality. The prototype (constructed in Danville, Illinois in 1947), incorporated "hedite [sic] block [construction], eleven stools. . . [and] the famous black and white colors. It was inexpensive to build, costing only \$25,000 in 1947."⁵³ Equally important in creating customer recognition were the restaurant's signs – on the building and along the road. This is clearly illustrated by the Route 66 Steak 'n Shake as its most striking feature (particularly at night) is the illuminated sign on top of the building.

According to Herb Leonard, Steak 'n Shake's bulb-lighted signs were designed to create a "carnival" effect – reminiscent of the 1930s when signs and advertisements illuminated by "round, bright marquee lights" inspired happiness.⁵⁴ Route 66 Steak 'n Shake's sign atop the building serves not only as an advertisement, but projects an image instantly recognized by customers. Another free-standing sign mounted on a metal pole near the intersection of Route 66 and National Avenues further illustrates this point as the neon-lit winged logo provides an eye-

⁵² Leonard interview.

⁵³ Cronin, 27.

⁵⁴ Ibid, 20.

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catching image. A second free-standing sign constructed of wood is erected at the south end of the lot. This sign is reminiscent of the days when Steak 'n Shake customers relied on painted menu billboards.⁵⁵

The Route 66 Steak 'n Shake in Springfield is an important resource on Missouri's Route 66, significant under Criterion A (commerce and transportation) and Criterion C (architecture). The property is a premiere example of the state's '66 roadside architecture and exemplifies the lasting impacts of Route 66 in Missouri.

⁵⁵ Cronin, 30.

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Verbal Boundary Description

The property's boundary description per Greene County's Assessor's records is as follows:
Section 24; Township 29; Range 22. Parcel ID 881324116001.

Verbal Boundary Justification

The nominated property includes the entire parcel (0.66-acre) historically associated with the
Route 66 Steak 'n Shake restaurant.

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Photo Log:

The following is true for all photos:

Route 66 Steak 'n Shake (Preferred)

Greene County, Missouri

Photographer: Ryan Reed

Date: 2011

Digital images on file with the Missouri State Historic Preservation Office

001. Steak 'n Shake restaurant; view is northwest.
002. Steak 'n Shake sign; northeast corner of lot.
003. Steak 'n Shake restaurant; view is southeast.
004. Steak 'n Shake restaurant; view is southwest.
005. Interior – service counter; view northeast.
006. Interior – service counter; view southeast.
007. Interior – bench seating/dining area; view north.
008. Steak 'n Shake sign; south end of lot.
009. Steak 'n Shake restaurant; view is northeast.
010. Interior – dining area and service station; view south.

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List of Figures:

Figure 1. Map of Missouri (c. 1940). Note that southwest of St. Louis is Springfield, the first notable city along Route 66 west of St. Louis.

Figure 2. Postcard of St. Louis Street, Springfield, Missouri, 1959. Colonial Hotel is visible in the background (on right) and was the “birthplace” of Route 66. St. Louis Street was later designated as Route 66. (Source: “Missouri Route 66: Two Photographers Documenting the Fading History of Missouri’s Route 66,” <http://missouriroute66.blogspot.com/p/springfield.html>).

Figure 3. Route 66, Springfield. Note the southern “City Route 66” alternate, which is St. Louis Street. Steak ‘n Shake is situated at the southwest intersection of St. Louis Street and National Avenue. (Source: “Miracle Fold Road Map, Missouri,” Mobilgas: Socony Mobil Oil Company, Inc., no date).

Figure 4. An A&W drive-in in Columbus, Indiana, 1961. The image shows the original building, constructed in 1949. Note that the owner’s name is on the sign. The side elevation displays the A&W logo (Available at: <http://www.historiccolumbusindiana.org/pics/pics8.htm>; Access date: 16 December 2011).

Figure 5. Red’s Giant Hamburg was a Route 66 drive-through café in Springfield established in 1947 by Red and Julia Chaney (Image available at: <http://zenhuckfinn.wordpress.com/page/2/>; Access date: 16 December 2011).

Figure 6. The first Steak ‘n Shake was a converted Shell Gas Station in Normal, Illinois, which opened in 1934. The image above is probably the third restaurant (second location on S. Main Street). Photo (courtesy of Steak ‘n Shake) is available at: <http://www.legendsofamerica.com/il-bloomington.html>.

Figure 7. Route 66 Steak ‘n Shake, Photo by Dave Eslick, 2006.

Figure 8: Second Steak ‘n Shake at 1550 S. Glenstone Avenue, Springfield, Missouri. Photo by Dave Eslick, 2012.

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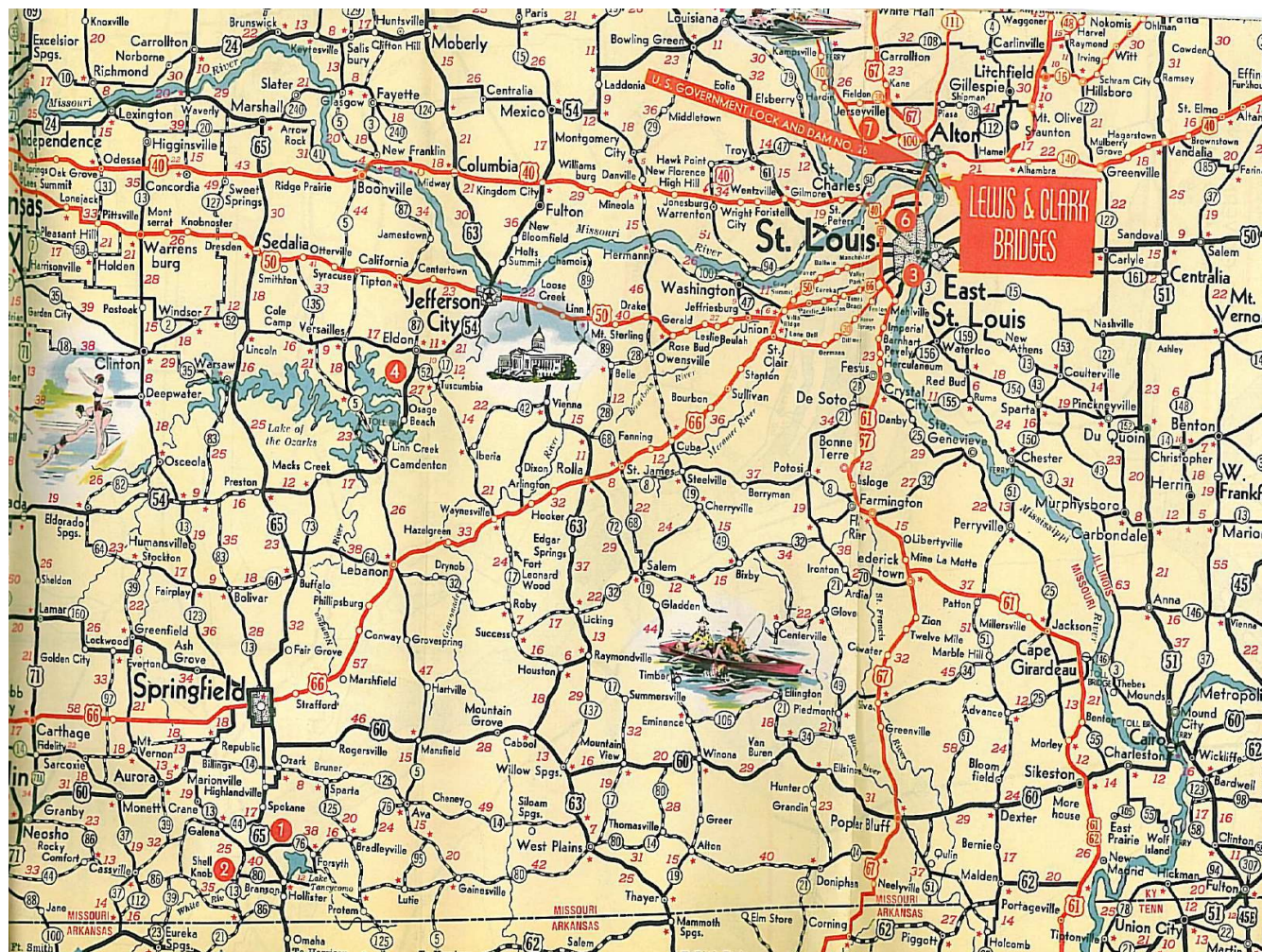


Figure 4. Map of Missouri (c. 1940). Note that southwest of St. Louis is Springfield, the first notable city along Route 66 west of St. Louis.

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Figure 5. Postcard of St. Louis Street, Springfield, Missouri, 1959. Colonial Hotel is visible in the background (on right) and was the “birthplace” of Route 66. St. Louis Street was later designated as Route 66. (Source: “Missouri Route 66: Two Photographers Documenting the Fading History of Missouri’s Route 66,” <http://missouriroute66.blogspot.com/p/springfield.html>).

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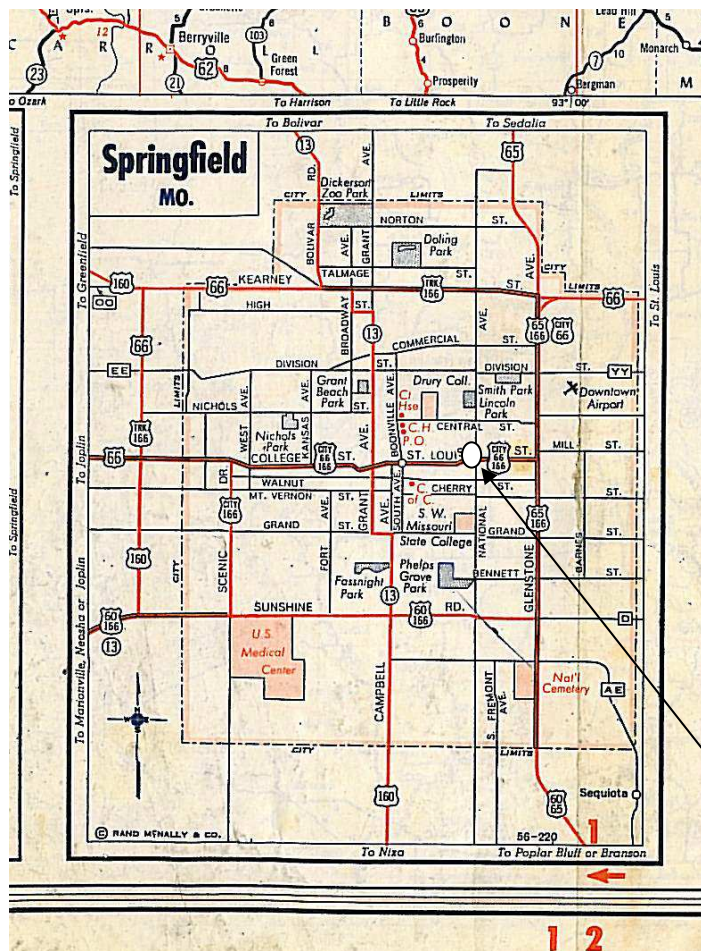


Figure 6. Route 66, Springfield. Note the southern “City Route 66” alternate, which is St. Louis Street. Steak ‘n Shake is situated at the southwest intersection of St. Louis Street and National Avenue. (Source: “Miracle Fold Road Map, Missouri,” Mobilgas: Socony Mobil Oil Company, Inc., no date).

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Figure 4. An A&W drive-in in Columbus, Indiana, 1961. The image shows the original building, constructed in 1949. Note that the owner's name is on the sign. The side elevation displays the A&W logo (Available at: <http://www.historiccolumbusindiana.org/pics/pics8.htm>; Access date: 16 December 2011).

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Figure 5. Red's Giant Hamburg was a Route 66 drive-through café in Springfield established in 1947 by Red and Julia Chaney (Image available at: <http://zenhuckfinn.wordpress.com/page/2/>; Access date: 16 December 2011).

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Figure 6. The first Steak 'n Shake was a converted Shell Gas Station in Normal, Illinois, which opened in 1934. The image above is probably the third restaurant (second location on S. Main Street). Photo (courtesy of Steak 'n Shake) is available at: <http://www.legendsofamerica.com/il-bloomington.html>.

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Figure 7. Steak 'n Shake, Route 66 Steak 'n Shake, Photo by Dave Eslick, 2006.

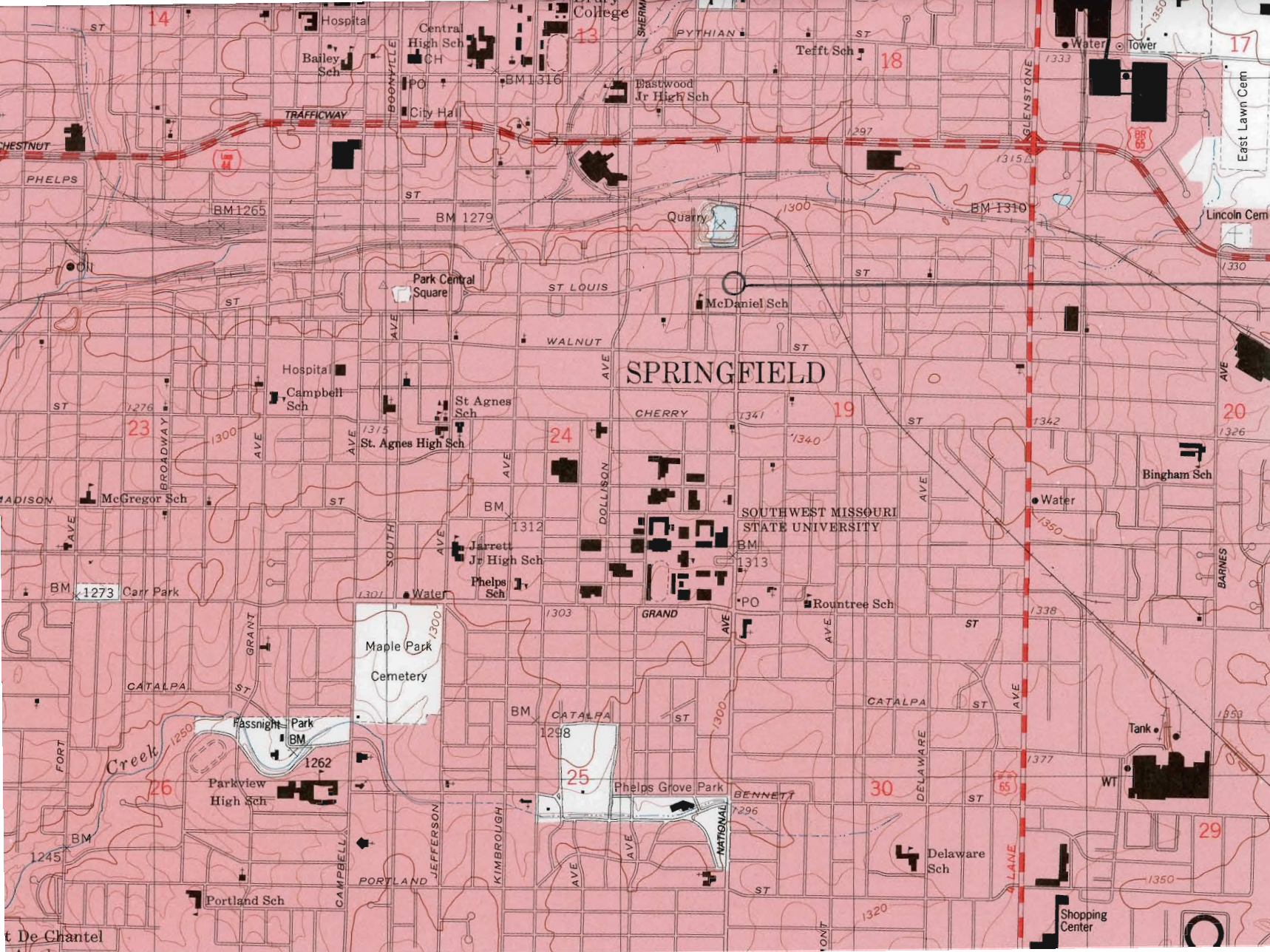
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Figure 8: Second Steak 'n Shake at 1550 S. Glenstone Avenue, Springfield, Missouri. Photo by Dave Eslick, 2012.



Route 66
12'30" Steak 'n Shake
(preferred)
Greene Co, MO
Rt. 66 in MO MPDF
15/475550/4118145

"19

"17

"16



IN SIGHT IT MUST BE RIGHT WE PROTECT YOUR HEALTH

FAMOUS FOR STEAKBURGERS GENUINE CHILI TRU-FLAVOR SHAKES

TAKHOMASAK

Pizza Realty
417-854-6544

Pharmacy



STEAK 'n SHAKE
It's A Meal



STEAK n SHAKE
100% Beef

GOV'T INSPECTED BEEF FOR STEAKBURGERS

TAKHOMASAK

FAMOUS FOR STEAKBURGERS

TAKHOMASAK

GENUINE CHILI

TRU-FLAVOR SHAKES

OUR NAME.

Sh



STEAK & SHAKE
1/2 lb. of Meat

GOV'T INSPECTED BEEF FOR STEAKBURGERS

TAKHOMASAK

FAMOUS FOR STEAKBURGERS

TAKHOMASAK

GENUINE CHILI

TRU-FLAVOR SHAKES

OUR NAME

Sh

ROUTE
16





STEAK & SHAKE

TRU-FLAVOR SHAKES

GENUINE CHILI

FAMOUS FOR STEAKBURGERS

TAKHOMASAK

GRINDING ONLY GOV'T INSPECTED BEEF FOR STEAKBURGERS

TAKHOMASAK

S

USA TODAY



STEAK & SHAKE

GENUINE CHILI

TRU-FLAVOR SHAKES

GRINDING ONLY GOV'T INSPECTED BEEF FOR STEAKBURGERS

FAMOUS FOR STEAKBURGERS

TAKHOMASAK

TAKHOMASAK

Takthomawak

EXIT

Please wait to be seated.



Takthomawak

EXIT

Please wait to be seated.





Small sign on the wall with illegible text.









Hand-Dipped Milk Shakes
STEAK & SAUSAGE

PHOTO

BARBERS

EXIT

Please wait to be seated.

4 MEALS UNDER \$4 \$1.00

Steak 'n



ORDER
OUR
NAME.



Shake



Steak 'n



ORDER
OUR
NAME.



Shake



FAMOUS FOR STEAKBURGERS

TAKHOMASAK

GENUINE CHILI

TRU-FLAVOR SHAKES

IN SIGHT IT MUST BE RIGHT

WE PROTECT YOUR HEALTH



FAMOUS FOR STEAKBURGERS

TAKHOMASAK

GENUINE CHILI

TRU-FLAVOR SHAKES

IN SIGHT IT MUST BE RIGHT

WE PROTECT YOUR HEALTH





FAMOUS FOR
BURGERS

STEAK 'n SHAKE
Since 1934
In Sight, It Must Be Right
STEAK 'n SHAKE
It's a Meal

Since 1934
In Sight, It Must Be Right
STEAK 'n SHAKE
It's a Meal

Cooked to Order
Real-Steak Steakhamburgers

It's a Meal
Hand-Dipped Milk Shakes
STEAK 'n SHAKE

Enjoy a Treat without the Trick
\$1 Treat
chocolate fudge
Apple

Royale
STEAKBURGER
with fries

Get your Gear!

Enjoy a Treat without the Trick
\$1 Treat
chocolate fudge
Apple

Get your Gear!



FAMOUS FOR
STEAKBURGERS

STEAK 'n SHAKE
Since 1954
In Sight It Must Be Right!
STEAK 'n SHAKE
'It's a Treat!'

Cooked to Order
Real-Steak Steakburgers

It's a World
Hand-Dipped Milk Shakes
STEAK 'n SHAKE

Enjoy a Treat without the Trick \$1.99
chocolate fudge
apple

Royale
STEAKBURGER
\$1.99

Get your Gear!

Enjoy a Treat without the Trick \$1.99
chocolate fudge
apple

Get your Gear!

Enjoy a Treat without the Trick \$1.99
chocolate fudge
apple



IN SIGHT IT MUST BE RIGHT

WE PROTECT YOUR HEALTH

FAMOUS FOR STEAKBURGERS

GENUINE CHILI

TRU-FLAVOR SHAKES

TAKHOMASAK

Pizza Right
417-864-4544

PHARMACY



STEAK 'n SHAKE
It's A Meal.





Steak 'n



ORDER
OUR
NAME.



Shake



FAMOUS FOR STEAKBURGERS
GENUINE CHILI
TRU-FLAVOR SHAKES
IN SIGHT IT MUST BE RIGHT
WE PROTECT YOUR HEALTH

TAKHOMASAK





FAMOUS FOR
Steakburger
STEAKBURGER

STEAK 'n SHAKE
First-Hand Milk Shakes

Since 1934
In Sight, It Must Be Right
STEAK 'n SHAKE
It's a Meal

Cooked to Order
Real-Steak Steakhoppers

It's a Meal
Hand-Dipped Milk Shakes
STEAK 'n SHAKE

Enjoy a Treat without the Trick
\$1 Treat
chocolate fudge
apple

Royale
STEAKBURGER
10.99

Get your Gear!

Enjoy a Treat without the Trick
\$1 Treat
chocolate fudge
apple

Get your Gear!