

United States Department of the Interior
National Park Service

National Register of Historic Places Multiple Property Documentation Form

This form is for use in documenting multiple property groups relating to one or several historic contexts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. For additional space use continuation sheets (Form 10-900a). Type all entries.

New Submission Amended Submission

A. Name of Multiple Property Listing

Route 66 in Missouri

B. Associated Historic Contexts

(Name each associated historic context, identifying them, geographical area, and chronological period for each.)

Automobile Tourism and Roadside Commerce, Route 66 in Missouri, 1926 – 1981

C. Form Prepared by

name/title Ruth Keenoy & Terri Foley

organization Foley & Keenoy date April 2, 2008

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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards for Planning and Evaluation.


Signature of certifying official Mark A. Miles/Deputy SHPO

July 27, 2009 ^{See continuation sheet}
Date

Missouri Department of Natural Resources
State or Federal agency and bureau

I, hereby, certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper of the National Register

Date

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Provide the following information on continuation sheets. Cite the letter and the title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in How to Complete the Multiple Property Documentation Form (National Register Bulletin 16B). Fill in page numbers for each section in the space below.

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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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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E. STATEMENT OF HISTORIC CONTEXTS

Summary

Route 66 is often referred to as “the quintessential road.” It is “the Mother Road” and “America’s Main Street.” From its inception, Route 66 has been heralded in literature, music, film, and art – it is a cultural icon and a “metaphorical landscape of the American mind.”¹ In Missouri, Route 66 extended through 11 counties (including St. Louis Independent City) and covered roughly 300 miles, dissecting the state in a diagonal pattern from St. Louis [City] (northeast) to Joplin (southwest). The road, designated as U.S. Highway 66 in 1926, evolved from a series of Native American trails and early farm-to-market roads. Its origination point was Chicago – it extended south through Illinois and entered Missouri across the Mississippi River. From St. Louis, Route 66 continued southwest through Missouri, Kansas (for approximately 13 miles), Oklahoma, Texas, New Mexico, and Arizona, terminating at Ocean Avenue in Santa Monica, California. Route 66 marks a number of “firsts” in our nation’s transportation history. It was the first route of its size to be paved; it was the first (and only) national highway that traversed the country in a diagonal direction; and the first (and only) transcontinental automobile highway that did not stretch coast-to-coast. Missouri retains a large collection of extant roadside architecture associated with Route 66 – most of which paints colorful images of the state’s transportation history and American glorification of the automobile. The road itself, as it appeared during the 1920s-50s, remains in patchy segments – extant bridges, signs, motels, restaurants, caves, and drive-ins are but a few reminders along the road that depict stories of adventure, flight, fortune, and misfortune. More than any other road in America, Route 66 is integrally tied to the Good Roads Movement, popularity of the automobile in American culture, population migration patterns during the Great Depression and World War II, and the development of the national interstate system. Though the highway was officially decertified in 1985, its landscape and associated resources continue to illustrate important periods in American highway and architectural roadside history. In Missouri, segments of Route 66 remained viable components of the state’s highway system until 1981, when the final segment of Interstate-44 replaced Route 66 as the state’s primary east-west corridor.

Automobile Tourism and Roadside Commerce, Route 66 in Missouri, 1926 – 1981

Origins of Route 66 and Missouri’s State Highway System, 1806 - 1880

Missouri’s state roads, including Route 66, evolved from a series of trails, trade routes, and exploration paths created by Native Americans, European explorers, and early settlers. “Because these trails followed the easiest and most direct routes, many of them became the first roads used by European

¹ Phil Patton, *Open Road: A Celebration of the American Highway* (New York: Simon and Schuster, 1986), 9.

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settlers, and, in turn, our modern highways.”² Missouri’s network of early highways developed more rapidly after 1803, when the Louisiana Purchase opened the state to western settlement. Three years later, in 1806, the Missouri Territorial government passed its first transportation legislation, which established “district roads.” Under this plan, individual districts within the territory were responsible for the survey, maintenance, planning, and repair of roads.³ Early overland routes included The King’s Highway (El Camino Real), which followed a settlement trail south from St. Louis, to New Madrid. In 1808, this route served as “the first legally designated road west of the Mississippi River.”⁴ Its importance to early settlement in Missouri was equally matched by Boone’s Lick, another early overland trail that became the state’s first east-to-west highway and eventually extended to Santa Fe, New Mexico.⁵ Another important route in Missouri was Manchester Road, known also as Bonhomme Road, Market Street, and Jefferson Road. Manchester Road was Missouri’s first official state route linking St. Louis and Jefferson City. Also important in Missouri’s early road history was the Old Wire Road, which incorporated segments of the Kickapoo (or Osage) Trail – a Native American trace. Its common name – “Old Wire Road” – came about from its use during the Civil War, at which time telegraph wires were installed along the road’s path by the federal government “with stations at St. Louis, Rolla, Lebanon, Marshfield, Springfield, and Fort Smith, Arkansas.”⁶ The road extended diagonally across the state, linking St. Louis to Springfield and was primary route eventually incorporated into U.S. Highway (Route) 66.

In 1822, shortly after Missouri gained statehood in 1821, Congress approved funding of road and bridge improvements “through the sale of public lands in Missouri.”⁷ The funds were distributed to the counties, which were held solely responsible for local road construction and repair.⁸ The state further mandated that counties must meet “adequate” road construction standards with removal of “all trees and brush . . . [within] a strip 20 feet to 50 feet wide, with no stumps left in the roadway over 12 inches high [and that] all able-bodied men, between the ages of 16 and 45 . . . work on road construction and maintenance.”⁹ Although additional legislation passed in 1827 provided some state funding for public highways, the weight of road construction and maintenance remained on the counties.¹⁰ Missouri supported more than 400 miles of public roadways by the mid-nineteenth century but these roads were

² Workers of the Writers’ Program of the Works Progress Administration, *Missouri – The WPA Guide to the “Show Me” State* (St. Louis: Missouri Historical Society Press, 1988 – reprint; originally published 1941), 98.

³ Missouri State Highway Commission, *Roads and Their Builders* (Jefferson City, MO: Self-published, 1971), 14.

⁴ Henry Gustav Hertich, *History of Old Roads, Pioneer Settlers, and Early Communities of St. Louis County* (Clayton, MO: St. Louis County Historical Society, 1935), 3.

⁵ Workers of the Writers’ Program, 99.

⁶ *Ibid.*, 405.

⁷ Federal Works Progress Administration, “Local Road Administration in Missouri: An Interpretation in Terms of its Historical Development” (Jefferson City, MO: Missouri State Planning Board, 1936), 23.

⁸ *Ibid.*

⁹ Dan A. Rothwell, *Along the Boone’s Lick Road: Missouri’s Contribution to Our First Transcontinental Route – U.S. Highway 40* (Chesterfield, MO: Young at Heart Publishing Company, 1999), 13.

¹⁰ Martha May Wood, “Early Roads in Missouri,” Master’s Thesis (University of Missouri at Columbia, 1934), 77-80.

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in extremely poor condition.¹¹ In an effort to boost commerce, the state attempted to incorporate toll roads. A few such routes were chartered during the 1830s but none were constructed.

In 1851, Missouri passed a law that allowed corporations to construct and retain ownership of state roads.¹² In most instances, this resulted in the construction of plank roads – dirt roads covered with wooden boards or planks, and for which tolls were charged of passengers who wished to use the roads. Although the construction of plank roads was relatively inexpensive – at least initially – maintenance and long-term investments were high. Eventually the wood wore out, warped, and/or failed miserably during rainy seasons. Investors soon abandoned their efforts altogether and the final plank road in Missouri closed in 1866.¹³ Missouri had 17 plank roads by the mid-1850s including the nation’s longest, a 42-mile corridor between Iron Mountain and Saint Genevieve chartered in 1851 that was used primarily for mining activities.¹⁴ State and federal funding for Missouri’s highways was severely restricted throughout the nineteenth century. With the exception of federally designated “post roads,” the federal government played little to no role in road improvements prior to the 1880s.¹⁵

Prior to the arrival of the automobile, the most reliable mode of overland travel in Missouri was the railroad. The train not only provided reliable service year-round, it supported the nation’s first interstate connection, something that early roads did not provide.¹⁶ In 1836, a national railroad conference was held in St. Louis. At least 18 railroad companies incorporated at around the same time, yet all failed by the following year. Another conference held in St. Louis in 1849 initiated strong support for the construction of a transcontinental railroad. The Pacific Railroad Company began construction on the route in 1851 in St. Louis but the route was not completed to Kansas City until after the Civil War in 1865.¹⁷ The period following the war was one of “wild railroad promotion” in Missouri.¹⁸ Many communities were built by railroad companies and existing towns along the railroad experienced tremendous growth, while others that failed to gain the railroad’s attention became “ghost towns.” This was particularly true for settlements along the rivers, which once provided the state’s most viable form of transportation.

The railroad both assisted and deterred road development in Missouri. Once the train arrived, it served a means of shipping goods that roads could not match. Communities with access to the train opted not to spend much money on roads and little assistance arrived from state and federal sources. The railroad

¹¹ John Crockett and Perry McCandless, *The Missouri Story: A History of the State* (Warrensburg, MO: Central Missouri State University, 1971), 93.

¹² Rothwell, 14.

¹³ Crockett and McCandless, 93; Missouri State Highway Commission, 31-33.

¹⁴ Workers of the Writers’ Program, 99.

¹⁵ Martha Carver, “Drivin’ the Dixie: Automobile Tourism in the South,” (Society for Commercial Archaeology Conference Booklet, 1998), A-1.

¹⁶ Ibid.

¹⁷ Workers of the Writers’ Program, 100-101; Crockett and McCandless, 152.

¹⁸ Workers of the Writers’ Program, 101.

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companies, however, did build and improve roads that ran near or adjacent to the train and served the railroad's interests.¹⁹ Until the automobile came to Missouri, however; there was little need to attempt to connect the state via good roads. Advocated by bicyclists and motor vehicle enthusiasts, Missouri's Good Roads Movement erupted at about the same time that the state was introduced to its first horseless carriages. Though the automobile did not initiate the Good Roads Movement, it did strengthen and stimulate the faction, which successfully lobbied for the development of the American highway.

The Good Roads Movement in Missouri, 1880 - 1925

The Good Roads Movement was an organized effort to improve roads that began during the late nineteenth century. Initially the effort was local but it soon swept the nation, promoted by industrialists, railroad companies, bicycle enthusiasts, farmers, and automobile aficionados. Farmers and railroad companies wanted good roads to transport goods to market.²⁰ It was this group of supporters that felt roads should not connect from state-to-state, but instead radiate like a wheel from urban centers, terminating at their destinations. Dorsey Shackelford, a United States Representative from Sweet Springs, Missouri and Chairman of the House Committee on Roads during the early 1900s was a strong proponent of this idea (see Figure 1). Shackelford opposed the concept of a national interstate system that would pit "the rich automobile touring class against the working class who needed local roads for their livelihood."²¹ He envisioned no future highway network that could replace the railroad as the primary means of transporting goods and services across the nation.²² Shackelford introduced the first good roads bill that made it to the United States Senate (where it failed to pass), usually referred to as the "get the farmers out of the mud" bill. The proposed legislation allowed for the construction of postal routes that the government in turn would "rent" from states. The amount charged to the federal government for the use of post roads was to be determined by the condition of the road itself. For example, paved roads would cost more than dirt roads. The states would retain control of the roads and the money received from the federal government would be used to improve and upkeep the roads.²³

Bicycle and auto enthusiasts had a quite different view of how good roads should be constructed. It was their impetus that sparked the national Good Roads Movement and pushed for an interstate system of improved roadways. The Good Roads Movement's success occurred in large part because of the nation's socioeconomic composition, as well as the popularity of the automobile. Good roads had not been previously developed because financial responsibility for their construction, improvement, and maintenance fell solely on the back of local government, which lacked power, funding, and political backing to sufficiently build and maintain a network of good roads. "The condition of late-nineteenth-

¹⁹ Ibid, 102.

²⁰ Carver, A-2 – A-3.

²¹ Ibid, A-3.

²² Ibid.

²³ Richard A. Weingroff, "For the Public Good: The 85th Anniversary of a Historic Partnership," *Public Roads* March/April 2001 (Online journal at: <http://www.fhwa.dot.gov/infrastructure/rw01a.htm>) Access date: 24 January 2009.

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century roads [in America] was deplorable . . . The technology of the macadam road had been available since the early nineteenth century but had fallen into disuse after the success of the railroad.”²⁴ This pattern of beleaguered transportation development did not begin to change until bicycle enthusiasts began lobbying Congress for well paved roads through the League of American Wheelmen formed in 1879. In addition to their push for improving roads, the Wheelmen also published maps, incorporated a system of road signs, and laid the groundwork for a uniform road network that connected states.²⁵ Because the bicycle’s popularity was so soon overshadowed by that of the automobile, the Wheelmen’s impact on the Good Roads Movement is often underemphasized. In 1890, it was the League of American Wheelmen – not the farmers – that led the national campaign for good roads.²⁶

Missouri sponsored two early road improvement organizations, the Missouri Statewide Good Roads Association established in 1891 by the American League of Wheelmen and the Missouri State Roads Improvement Association, created even earlier in 1883. The State Roads Improvement Group held its first convention in Sedalia in 1883, which attracted the attention of several other states. By 1901, more than 100 good roads organizations had been organized, including six that sponsored national participation.²⁷ The best known of these groups was the National Good Roads Association (NGRA), created in 1900 in St. Louis. The NGRA was “one of the most active and aggressive of the grass-roots organizations promoting good roads.”²⁸ Initiated by William H. Moore (of St. Louis), the NGRA ran a successfully promotional campaign known as the “Good Road Train,” which transported highway officials and road enthusiasts to cities across the nation where they campaigned for the support of good roads. “At each stop, sample earth, gravel and stone roads were constructed . . . [and within six months in] 1901, the Good Roads Train stopped in sixteen cities in five states.”²⁹

Missouri’s first automobiles began to appear after 1893 when J.D. Perry of St. Louis converted a horse-drawn buggy into a motor powered vehicle. St. Louis became an early automobile center because the city had many paved roads, several of which extended well beyond the city’s limits. The League of American Wheelmen tagged the city as one with preferred travel routes, and St. Louis sponsored the first national Good Roads conference in 1903.³⁰ In 1913, Missouri responded to the growing number of automobiles by creating an inter-county network road system. The state also upgraded its 1909 legislation, which had established Missouri’s state road system. The 1913 legislation provided counties

²⁴ Peter J. Hughill, “Good Roads and the Automobile in the United States 1880 – 1920,” *The Geographic Review* (July 1982), 328.

²⁵ *Ibid.*

²⁶ Michael Cassity, “Route 66 Corridor National Historic Context Study,” (Available at: <http://www.nps.gov/history/rt66/>, Access date: 7 January 2009), 25.

²⁷ Becky L. Snider and Debbie Sheals, “Route 66 in Missouri Survey and National Register Project” (2003), 13.

²⁸ *Ibid.*, 14.

²⁹ *Ibid.*

³⁰ Ruth Keenoy and Karen Bode Baxter, “Forest Park Southeast Historic District, Boundary Increase,” *National Register of Historic Places* (2005), 8:1, 5.

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with 50-50 matching state funds for the construction and improvement of county and state roads.³¹ In 1917, Missouri passed the Hawes Act, which created a state road fund, a bi-partisan State Highway Board, and appointed a State Highway Engineer. The law also provided standards for uniform highway construction in Missouri. “The Hawes Law [was] the impetus for a tremendous spurt in Missouri roadbuilding. In 1917 alone, 122 projects [were] approved under its terms, and 43 counties put 61 projects under contract” setting a goal of 11,400 miles of new road construction/improvements by the end of 1917.³² The Hawes Law was amended in 1919 under the Morgan-McCullough Act which further increased road funding through license fees and fuel taxes.³³

The Hawes (1917) and Morgan-McCullough (1919) Acts did not provide sufficient funds for road maintenance that would meet the state’s new specifications and guidelines. By 1920, Missouri held 346,838 registered automobiles, yet less than 10% of the state’s roads (7,640 miles) had been paved.³⁴ The state began a campaign in 1920, “Get Missouri Out of the Mud,” which authorized \$60 million in road bond sales. The measure was approved and in 1921, Missouri celebrated its 100th year as a state by passing the Centennial Road Law. This law placed full responsibility of building state roads on the state, not the counties. The act further provided for a bi-partisan State Highway Commission and incorporated a standard highway marking system.³⁵ At about the same time, Congress passed its first Federal Highway Act in 1921, which created the Bureau of Public Roads (BPR) and authorized “the completion of an adequate and connected system of highways, interstate in character.”³⁶ Many regulations associated with the 1921 Federal Highways Act were drafted by the American Association of State Highway Officials (AASHO), an agency created by President Woodrow Wilson to serve as a link between road booster groups, state governments, and the federal government.³⁷

AASHO was to grow in power with the growing importance of highways over the next half-century; it became one of the most important, least known political groups in the country. Founded in 1914, it was part lobby, part professional association, part quasi-political agency. No effective national highway policy could be enacted without its agreement. It was a grand version of all the local highway booster associations, a sort of Chamber of Commerce.³⁸

³¹ Missouri State Highway Commission, *Missouri Traffic Survey* (Jefferson City, MO: Self-published, 1934), 11.

³² Missouri State Highway Commission (1971), 76.

³³ Missouri State Highway Commission (1934), 12.

³⁴ Ruth Keenoy and Karen Bode Baxter, “Historic Auto-Related Resources of St. Louis,” Multiple Property Documentation Form (2005), E:6.

³⁵ Missouri State Highway Commission (1971), 77-78.

³⁶ Frank Coffey and Joseph Laden, *America on Wheels the First 100 Years: 1896 – 1996* (Los Angeles: General Publishing Group, Inc., 1996), 64.

³⁷ Snider and Sheals, 15.

³⁸ Patton, 45.

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In 1925, AASHO and the BPR began working together on a system for numbering the federal highways. These early highways were actually a network of existing roads that had been linked together to connect states with one another. AASHO and the BPR established a national highway numbering system that used two-digit even numerals ending in zero for east-to-west routes. Roads extending north-to-south received odd numbers ending in one or five. “Other routes were assigned numbers within the grid established by the main routes,” and branches off the main roads received three-digit numbers.³⁹ Route 66 was originally intended to be designated as Route 60 – signs and brochures advertising the road had already printed when a battle ensued over which state would claim the number. Virginia and Kentucky both demanded the Route’s designation number “60.” The dispute continued for several months until Route 66’s largest promoter, Cyrus Avery “and his supporters resigned themselves to picking another number for their highway.”⁴⁰

Cyrus Stevens Avery (1871-1962) of Tulsa, Oklahoma, is frequently referred to as the “father of Route 66.”⁴¹ (See Figure 2). Born in Stevensville, Pennsylvania, Avery’s family moved to the Indian Territory of Cherokee Nation (Oklahoma) when Cyrus was a teenager. He attended William Jewell College in Liberty, Missouri, and afterward moved to Tulsa, where he was appointed as chairman of Oklahoma’s State Highway Commission in 1924.⁴² This was followed in 1925 by the Department of Agriculture’s selection of Avery as one of four Joint Board on Interstate Highways members assigned to assist the BPR and AASHO in numbering national highways.⁴³ Avery led a personal crusade to bring prosperity to Oklahoma via a national cross-country highway. Avery and his wife operated a motel, restaurant, and gas station complex – the Old English Inn – at the intersection of Oklahoma’s state Highways 33 and 35. Naturally, Avery wished to attract tourists to Oklahoma – not only for his own interests but for the entire region. Avery and a group of local supporters of the Good Roads Movement convinced federal highway planners to move the route south so that it extended through Oklahoma, Texas, New Mexico, and Arizona. Federal planners agreed that the relocation would avoid heavy winter snows and decrease the time spent traveling through the desert. The road’s path was “controversial” – it traveled a diagonal rather than east-to-west route. Some highway officials argued that it failed to follow a historic trail as did other national highways. Avery pointed out, however, that it did follow an important trade route between Chicago and Tulsa.⁴⁴ As a result of Avery’s successful campaign, “Oklahoma ended up with more miles of the highway than any state along the way.”⁴⁵

³⁹ Richard F. Weingroff, “U.S. 12 Michigan to Washington,” *Public Roads* (Available at: <http://www.fhwa.dot.gov/infrastructure/us12.cfm>, Access date: 24 January 2009), 1.

⁴⁰ Michael Wallis, *Route 66 The Mother Road* (New York: St. Martin’s Press, 1990), 8.

⁴¹ Spencer Crump, *Route 66 America’s First Main Street* (Texas: Zeta Publishing Company, 1994), 8.

⁴² *Ibid*, 9.

⁴³ *Ibid*; Snider and Sheals, 23.

⁴⁴ Snider and Sheals, 23.

⁴⁵ Crump, 9.

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Two members of the Joint Board on Highways sided with Avery in his avid campaign for Route 66 – Frank Sheets, State Highway Engineer of Illinois and B.H. Piepmeier, State Highway Engineer of Missouri.⁴⁶ Following their concession to Kentucky and Virginia, Avery and Piepmeier met in Springfield, Missouri, on April 26, 1926 to discuss alternatives to the numbering of “Route 60.” At this meeting, John Page, chief Highway Engineer of Oklahoma, suggested the use of the number “66” as it had not yet been assigned. Avery and Piepmeier concurred with the suggestion and the number was accepted by all involved in the controversy.⁴⁷ “A compromise soon took shape. In July, AASHO assigned ‘60’ to the route from Newport News, VA, through Kentucky to Springfield, MO, and ‘66’ to the Chicago-to-Los Angeles route. The controversy over ‘60’ was the last major roadblock to approval of the U.S. numbered highway plan. On November 11, 1926, AASHO [and the National Highway Commission] approved the plan and the uniform marking system.”⁴⁸ Route 66 was born (see Figure 3).

Promotion, Commerce, and Tourism – the Early Years of Route 66, 1926 - 1929

In Missouri, Route 66 passed through St. Louis, Franklin, Crawford, Phelps, Pulaski, Laclede, Webster, Greene, Lawrence, Jasper and Newton Counties (northeast to southwest), roughly following the Old Wire Road and the St. Louis-San Francisco (Frisco) Railroad.⁴⁹ The Old Wire Road was designated as a “preliminary” national highway as early as 1916 in relation to the Federal-Aid Road Act in which Congress appropriated \$75 million per year for federal road construction/improvements.⁵⁰ By 1921, Route 66 was paved in St. Louis and St. Clair Counties. The stretch that followed, connecting St. Clair and Rolla, was quite a different story as the road retained a dirt bed. The unpredictable nature of Route 66 through this sector of the state was so grievous that Missouri’s American Automobile Association advised tourists not to “attempt the Rolla trip unless you have first secured . . . the latest information concerning the (road’s) condition.”⁵¹ Further west, Route 66 from Springfield to Joplin was paved early with concrete (by 1922) and considered one of the best sections of the road.⁵² Rolla and Springfield newspapers in early June 1928 indicated that plans were underway to pave all of Route 66 (in Missouri) with concrete by 1930.⁵³ Like most states, Missouri paved its roads in sections – Route 66 was no exception. The state paved about half of the road with concrete by 1922; the remainder was covered with “gravel, semi-gravel construction, and all-weather road [macadam]” until sections could be replaced

⁴⁶ Snider and Sheals, 23-24.

⁴⁷ Richard F. Weingroff, “A Noteworthy Year,” *Public Roads*, November/December 2006 (Available at: <http://www.tfhr.gov/pubrds/06nov/02.htm>, Access date: 26 January 2009), 9-10.

⁴⁸ *Ibid*, 10.

⁴⁹ Workers of the Writers’ Program, 405.

⁵⁰ National Highways Association. *Good Roads Everywhere – National Highways Preliminary Map of the State of Missouri* (Washington, D.C.: Self-published, 1916); Tom Lewis, *Divided Highways: Building the Interstate Highways, Transforming American Life* (New York: Viking Penguin, 1997), 18.

⁵¹ Cassity, 57.

⁵² *Ibid*, 68.

⁵³ Mark C. Stauter and John F. Bradbury, Jr. (ed), “The Early Years of Route 66,” *Newsletter of the Phelps County Historical Society* (October 1993), 5.

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with concrete.⁵⁴ Missouri was the third state to pave its entire road, which was completed in 1931. Illinois and Kansas were the two states that preceded Missouri. Illinois had paved its entire highway before its designation as Route 66 in 1926. Kansas supported only about 13 miles of the road and therefore finished its paving project very quickly.⁵⁵ Missouri held approximately 150 miles of unimproved Route 66 miles in 1926. The state completed its final segment of paving in 1931 – 72 miles between Rolla and Springfield. A celebration was held in Rolla on March 15, 1931, with a parade over two miles in length and an estimated 8,000 people in attendance.⁵⁶

Route 66 entered Missouri from Illinois by crossing the McKinley Bridge (constructed in 1910) across the Mississippi River. The bridge linked Granite City, Illinois to the heart of downtown St. Louis (Independent City). The McKinley Bridge was one of the largest spanning the Mississippi River and considered the “best route” for automobiles because it was the only one that featured separate road beds for trucks and automobiles (see Figure 4).⁵⁷ In 1935, the road was rerouted to a new bridge, Chain of Rocks (NRL 12/01/06), situated further north near the confluence of the Mississippi and Missouri Rivers.⁵⁸

Constructed in 1927-1929, “the mile-long Chain of Rocks Bridge (see Figure 5) was one of the most spectacular built-features of the early road, not only because of its length but because the bridge actually turned at an angle to the north on the west side.”⁵⁹ After 1935, when the Chain of Rocks Bridge no longer charged tolls, it became the “preferred” Route 66 crossing. The McKinley Bridge remained an “optional” route for those who wished to travel directly through downtown St. Louis.⁶⁰ These were not the only two locations for Route 66 across the Mississippi River. Also an option was the Municipal Free (MacArthur) Bridge, which opened in 1917. The Chain of Rocks Bridge became the most popular route not only because of its grand views but also due to the fact that on the Missouri side of the bridge was the Chain of Rocks “Fun Fair” Amusement Park that remained in operation from 1927 until 1977.⁶¹

Route 66 did not just attract automobiles and tourists – it also caught the attention of entrepreneurs and businesses. Early commercial interests began to spring up along Route 66 as soon as news of the road’s national designation was announced. This draw became even more pronounced once it became known that the road would be completely paved with concrete – from Chicago to Los Angeles. As noted by Gene Prebianca of Rosati, Missouri (Phelps County), “When dad heard the old gravel road Route 66 was to be paved with concrete, he figured a filling station on the new road would be just the thing to create

⁵⁴ Snider and Sheals, 26-27; Stauter and Bradbury, 5.

⁵⁵ “The Road Wanderer,” (Available at: <http://www.theroadwanderer.net/>) Access date: 27 January 2009.

⁵⁶ Stauter and Bradbury, 12.

⁵⁷ American Automobile Association. *Auto Trails Map of St. Louis and Adjacent Territory Missouri – Illinois* (Self-published, 1926).

⁵⁸ Cassity, 66.

⁵⁹ Ibid.

⁶⁰ Ibid.

⁶¹ Wallis, 52; “Old Route 66” (Available at: <http://oldroute66.us/>, Access date: 13 January 2009).

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jobs for us five boys and my two sisters.”⁶² Emil and Albina Prebianca started with a gas station and soon added a restaurant. The family called their business the “White Stone Inn” and the complex included a “family residence [which provided overnight accommodations for travelers] and country grocery store with Texaco gas pumps.”⁶³ A “flat rock picnic table” was set up beside the road for travelers, and the Prebiancas purchased a “32-volt battery-powered electrical system for lights,” which operated on 16 batteries while the remaining 16 batteries were charged overnight.⁶⁴

Early entrepreneurs like the Prebiancas were a dime a dozen on Route 66. Initially the businesses were family-owned and operated – small enterprises that existed because of the road itself (see Figure 6). Roadside entertainment may not have been a necessity, but it was certainly a draw and resulted in a booming economy for rural Missourians. As noted by roadside historian John Margolies, Midwestern states like Missouri most often held “tourist homes” such as that owned by the Prebiancas during the 1910s-1920s. “These establishments were usually a private house on a main thoroughfare with one or two rooms for rent and sign out front announcing availability or lack thereof.”⁶⁵ Jack and Lillian Kelly constructed small frame cabins near St. James (Phelps County), Missouri in the 1920s – Kelly’s Kabins. The Kellys were retired circus performers and purchased land during the 1920s from the Magnin Family because they wished to capitalize on Route 66’s draw of tourists. The cabins rented for \$1.00 per night, advertised by “a box about three feet long with glass panels on the east and west sides that read CABINS. Inside the box was a kerosene lantern that was supposed to give enough light so the travelers at night could see the sign, but to see it one had to know that it was there.”⁶⁶

Advertising roadside businesses was not unique in 1926 – it was a tried and true method for attracting tourists. As early as the mid-1890s, the League of American Wheelmen published brochures and booklets promoting businesses that accommodated bicyclists. Handbooks distributed to Wheelmen members outlined travel routes, road conditions, and rated commercial establishments along the routes. As noted in the organization’s handbook published in 1895, “league hotels should be patronized in every care not only on account of the reduced rates which they usually offer, but also because they are more likely to recognize the peculiar wants of wheelmen than are other inns.”⁶⁷ Automobile associations and gasoline stations heavily promoted roadside attractions by distributing free brochures, maps, and booklets. Phillips 66 gasoline, introduced by Phillips Petroleum Company in 1927, utilized the U.S. Highway Route 66 sign as its logo to promote a direct association with the well-traveled highway.⁶⁸

⁶² Gene Prebianca, “Built to Last . . . Almost,” *Show Me Route 66* (Summer 1996), 18.

⁶³ *Ibid.*

⁶⁴ *Ibid.*

⁶⁵ John Margolies, *Home Away From Home: Motels in America* (Boston: Bullfinch Press, 2000), 29.

⁶⁶ Robert Magnin, “Kelly’s Kabins,” *Show Me Route 66* (Summer 1996), 17.

⁶⁷ League of American Wheelmen, *Road and Hand-Book of the Missouri Division* (Columbia, MO: Self-published, 1895), 67.

⁶⁸ Michael Karl Witzel, *The American Gas Station: History and Folklore of the Gas Station in American Car Culture* (New York: Barnes & Noble Books, 1992), 74; Phillips Petroleum Company, *Missouri Official Road Map* (Chicago: The H.M. Gousha Company, 1941).

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Phillips, as did many oil companies, provided a list of roadside attractions along Route 66. Some oil companies engaged in partnerships with map companies “to set up special travel bureaus” to assist in boosting tourism. “Before World War II, some 150 million road maps were distributed annually at gas stations.”⁶⁹ Because Route 66 was the most heavily traveled of the early national auto routes, it is not surprising that Missouri, which carried approximately 300 miles of the road, was heavily promoted by auto associations and petroleum companies (see Figure 7).

Signs and brochures were not the only means by which Route 66 was promoted. One of the most unusual events that became a promotional outlet for the Mother Road was the “Great Bunion Derby” of 1928 – a transcontinental foot race from Los Angeles to New York that in Missouri, utilized Route 66. The official title for the 3,423.3-mile “endurance run” was the International Transcontinental Footrace sponsored by Charles C. (“Cash and Carry”) Pyle, a “sports agent.” The race began on March 3, 1928, with a first prize award of \$25,000 for the contestant who completed the route “with the least elapsed time.”⁷⁰ On April 28, 1928, Rolla’s *Herald* newspaper offered the following statistics on the race thus far.

The trans-continental foot racers running over Highway 66 (Main Street of America) from Los Angeles to New York arrived in Rolla Tuesday. The first to arrive was Phillips Granville, a Jamaican Negro, and Ed Gardner, Seattle Wash., Negro. Granville, who is the champion runner of Canada, is from Hamilton, Ontario. The runners started from Waynesville, MO, promptly at seven o’clock Tuesday morning and 4 hours, 39 minutes, and 27 seconds later Granville and Gardner arrived at Rolla on a tie in time. The official distance from Waynesville to Rolla is 32.4 miles, making the average speed for the first two arrivals almost eight miles per hour.⁷¹

The newspaper failed to report that 77 of the original 199 contestants dropped out on the first day. By the time the group reached Oklahoma, 80 remained in the race. Runners had difficulties breathing due to the desert’s heat and automobiles that “stirred up dust on unpaved highways.”⁷² Additionally, one runner was struck by an automobile and another by a motorcycle. “So many of the runners developed foot problems that C.C. Pyle was nicknamed ‘Corns and Calluses,’ and the race became known as the ‘Bunion Derby’.”⁷³ The race ended on May 26, 1928, with 55 individuals completing the run. First prize award went to Oklahoma’s 20-year old Andy Payne who returned to Oklahoma where he paid off his family’s debts, purchased land, and literally struck oil on his prize winnings parcel.⁷⁴

⁶⁹ John Margolies, *Pump and Circumstance: Glory Days of the Gas Station* (Boston: Bullfinch Press, 1993), 40.

⁷⁰ Jack Rockett, “The Great ‘Bunion Derby’ Across the US on Foot in 1927,” *Running Times Magazine* (Available at: <http://runningtimes.com/Article.aspx?ArticleID=9386>; Access date: 26 January 2009), 1, 4.

⁷¹ Stauter and Bradbury, 6.

⁷² Rockett, 1; Public Broadcasting System (PBS), “The Great American Footrace,” (Available at: <http://www.itvs.org/footrace/>, Access date: 26 January 2009).

⁷³ Rockett, 1-2.

⁷⁴ *Ibid*, 2.

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Often, the buildings that housed Route 66's businesses served as a promotional venue. Because roadside architecture catered to the automobile, commercial roadside buildings were often designed to attract the passing tourists' attention.⁷⁵

Vehicles prompted a marriage of architecture and advertising, a blend of building and sign, far beyond any sales campaign ever envisioned downtown. In fact, by opening up vast expanses of roadside beyond the urban fringe to commercial exploitation, the automobile helped stimulated not only a new kind of landscape but also a commercial architectural revolution.⁷⁶

Many business owners constructed buildings that captured the imagination of the public and exploited an historical or regional appeal.⁷⁷ One site in Missouri that heavily capitalized on this campaign was Meramec Caverns near Stanton (Franklin County). Although Missouri had several commercial caves that exploited Route 66, Meramec Caverns became the most successful and remains a tourist draw even today. Remarkably enough, the cave made its debut and thrived during the Depression. Owned and operated by Lester B. Dill, the cave utilized an advertising campaign using painted "Meramec Caverns" barns located along the highway. An additional appeal of the cave was its connection to Jesse James. The cave was touted as the infamous outlaw's "hideout" where James and his gang hid their stolen treasures. Dill was obsessed with promoting his business. In addition to distributing "millions of bumper stickers and promotional folders . . . to passing motorists, Dill promoted Meramec Caverns by posting signs, mostly painted on barns, along highways in as many as 40 states."⁷⁸ Apparently Dill searched for the barns he thought were most prominent and cajoled farmers into allowing him to paint their barns by giving them watches, whiskey, and cave tour tickets.⁷⁹ Dill was one of the very few who managed to succeed in business during years of the Great Depression. For most Americans, Route 66 was a final link to the lost hopes and dreams of finding a better life.

Westward Migration and the New Deal: Route 66 and the Depression Years, 1930 - 1939

Three years following the designation of Route 66 as a national highway, the country's banks failed, the stock market crashed, and the period of economic disparity that became known as the Great Depression immediately followed. Route 66 served hundreds of thousands as they made their way west in search of jobs. "Between July 1935 and the end of 1940 more than half a million people in need of employment entered California by car or truck . . . Where they came from was a wide swath of the nation's interior, but they were all called Okies. Oklahoma alone supplied nearly one-fourth of the migrants, and along

⁷⁵ Chester Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Boston: Bullfinch Press, 1985), 40.

⁷⁶ *Ibid*, 43.

⁷⁷ *Ibid*, 50-51.

⁷⁸ Wallis, 63-65.

⁷⁹ *Ibid*, 65.

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with Texas, Arkansas, and Missouri, the four states were the point of origin of around half the migrants in the 1935-1940 period.”⁸⁰ Route 66 was for many Americans “their only possession” – it had become a cultural icon in just a few short years, “transformed from a ribbon of pavement stretching across the West” to a “social institution . . . that held . . . the capacity to change other parts of society.”⁸¹

One of the largest groups of citizens taking to Route 66 during the Depression was the nation’s farmers. The depressed agricultural economy was not an overnight sensation. These individuals never experienced the prosperity of the 1920s when farm income was roughly a third of that which other citizens earned.⁸² With nothing left to lose, many decided to head west to California – a land of opportunity, if one believed the legends that also traveled the road. Joining farmers on the road were merchants whose businesses had failed. Complicating matters even further were the droughts during the 1920s-30s that created the nation’s “Dust Bowl,” which extended into southwestern Missouri. The outlook was bleak. In 1931, Missouri’s Red Cross reportedly attended to nearly 71,000 individuals in severe need of food, clothing, and shelter, and numbers were expected to surpass 100,000 before the crisis could be resolved.⁸³ In 1930, Missouri’s unemployment rate was 16%; by 1933, it had risen to more than 38%. Hardest hit were the farmers, followed by those who worked in construction, mining, railroads, and other forms of industry. Missouri’s unemployment rate was well above the national average of 23.6% at the height of the Depression (1932-1933). As a result, many Missourians headed west via Route 66. Some moved to California; others moved to Kansas and Oklahoma (see Figure 8).⁸⁴

Three of Franklin D. Roosevelt’s New Deal programs were aimed at serving road construction and improvement projects – the Works Progress Administration (WPA), Public Works Administration (PWA), and Reconstruction Finance Administration (RFA). As soon as the new president was elected, he was bombarded by road improvement requests from local officials nationwide. American roads and automobiles were not just vital to economic recovery – they were the nation’s best hope for future prosperity. In 1921, Americans owned approximately nine million cars; by 1929, this number had risen to 26.5 million – an estimated one automobile for every four persons in the United States.⁸⁵ Missouri in 1930 had an estimated 762,000 registered vehicles. While other parts of the country recorded a steady or slight decrease in overall vehicle ownership during the Depression, Missouri’s numbers rose steadily to 766,000 vehicles by 1934.⁸⁶ There was no question that road building would play a key role in the nation’s revitalization. Road projects put unemployed people to work and connected the nation.⁸⁷

⁸⁰ Cassity, 114.

⁸¹ Ibid, 135.

⁸² Crockett and McCandless, 178; Cassity, 108-109.

⁸³ Cassity, 110-111.

⁸⁴ Lawrence Harold Lawsen and Richard Stewart Kirkendall, *A History of Missouri: 1919 – 1953* (Columbia: University of Missouri Press, 1985), 132-133.

⁸⁵ Lewis, 20-21.

⁸⁶ Lawsen and Kirkendall, 133.

⁸⁷ Lewis, 22-23.

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“Between 1933 and 1940, the New Deal was responsible for more than \$1.8 billion in road construction and millions of man-years of employment.”⁸⁸

In Missouri, federal funds for road construction were received prior to the New Deal when in 1930, President Herbert Hoover appointed an “Emergency Committee for Employment” to assist those in need. Much of this effort centered on road construction.⁸⁹ As a result, a number of changes occurred to Route 66, including completion of the road’s paving and changing the original route, particularly in and around St. Louis, Springfield, and Joplin.⁹⁰ The state also used federal funds to construct its first cloverleaf overpass – a pink (Missouri) granite interchange located at the intersection of Watson Road (Route 66) and Lindbergh Boulevard in St. Louis County.⁹¹ In 1933, Roosevelt initiated the National Industrial Recovery Finance Act (NIRA) which appropriated a \$400 million grant to states for road construction projects. Unlike previous federal grants, states did not have to supply matching funds and restrictions were not placed on urban routes that carried federal roads through cities. “This was the first time funding available through the BPR could be used in cities, and on ‘secondary and feeder roads’ off the Federal-aid system.”⁹²

Missouri’s New Deal road funds were not restricted to construction and physical improvements of Route 66. Projects also included improving the tourist’s experience of the route. For example, agencies such as the Civilian Conservation Corps (CCC) and the Works Progress Administration (WPA) often worked in public areas that bordered roads. One such example is the Missouri Botanical Garden Arboretum (currently Shaw Nature Reserve) just off Route 66 near Pacific and Gray Summit. During the 1930s, the CCC laid the groundwork for the site’s extensive road network, landscaped the grounds, and constructed a limestone overlook and pavilion along the road known as Jensen Point, named for the Missouri Botanical Garden Association’s administrator, Lars Peter Jensen (see Figure 9).⁹³ The CCC improved section of Route 66 near the arboretum was re-named as the “Henry Shaw Gardenway” in 1939 to commemorate the park.⁹⁴

Due to the massive road improvements completed under the New Deal, Route 66 increasingly became the preferred choice for travelers heading west.⁹⁵ Many new businesses opened and remained successful along the road in Missouri throughout the Depression including (to name a few) Ted Drewes Frozen

⁸⁸ Ibid, 23.

⁸⁹ Cassity, 137.

⁹⁰ Beverly Fleming, “Route 66 Celebrates 66th!” *Preservation Issues* (May/June 1992), 3.

⁹¹ Nationmaster Statistical Database (Available at: <http://www.nationmaster.com/encyclopedia/Cloverleaf-exchange>, Access date: 27 January 2009); Skip Curtis, “Driving Missouri Route 66 St. Louis County,” *Show Me Route 66* (Winter 1998, 10).

⁹² Richard F. Weingroff, “Clearly Vicious as a Matter of Policy: The Fight Against Federal Aid,” *Public Roads* (Available at: <http://www.fhwa.dot.gov/infrastructure/hwyhist01.cfm>, Access date: 27 January 2009), 1.

⁹³ “St. Louis Within Reach – Shaw Nature Reserve,” (Available at: <http://www.shawnature.org/about/factsheet.aspx>, Access date: 27 January 2009; Workers of the Writers’ Program, 407; Wallis, 59).

⁹⁴ Snider and Sheals, 78.

⁹⁵ Cassity, 148.

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Custard (1929), Chippewa and Duplex Motels (1937), Blue Bonnet Court (1938), and Blue Castle Café in St. Louis County; and Bourbon Lodge (1932), Tiner's Place (1929), Lazy Y Camp (1929), and Red Horse Cabins (1939) in Crawford County (see Figure 10).⁹⁶

During the Depression, federal funds also allowed states to improve the road through straightening and paving. In urban areas in particular, Route 66 was re-routed along major streets to boost commerce and tourism. Federal funding had many advantages but also meant that states were required to comply with federal road building standards. This included wider lanes for roads and bridges, as well as thicker concrete to accommodate heavy traffic brought on by an increasing number of automobiles – and trucks on the road. Such changes “required social adjustment” and Route 66 was particularly affected as it had become the most heavily traveled highway in the nation. In Missouri, Route 66 was re-routed many times – more than any other state – particularly in St. Louis where the route's Mississippi River crossing was changed three times within a decade. The Chain of Rocks Bridge, which was the most northern route, crossed the river then headed south on Bellefontaine Road to Florissant Road to 12th Street (currently Tucker Street) where it joined the original Route 66 at Gravois Road. The McKinley Street Bridge, a central connector across the Mississippi River, was the preferred Route 66 river crossing until the Municipal Bridge opened in 1917. The Municipal (currently MacArthur) Bridge was the most southern Mississippi River crossing. From this point, Route 66 extended a short distance west before heading left along 12th Street to Gravois Road.⁹⁷ Springfield, Joplin, and Rolla also incorporated alternates to Route 66 but these re-designations did not occur until after the Depression.⁹⁸

Another sector of the economy that benefited during the 1930s was the trucking industry. During the Depression, railroad companies experienced huge financial setbacks, which led to the elimination of routes, particularly those that served small towns and rural areas. In Springfield, Missouri, the trucking industry was particularly advantageous for the Powell Brothers – Jewell, Herman and Harry. The Powells started a trucking business in 1927 shortly after Route 66 was established. When railroads began to falter during the Depression, the Powells extended their delivery service via Route 66 to Chicago and Oklahoma. Frank Campbell experienced similar success with his business, “Campbell's 66 Express” in Springfield when he merged his small trucking enterprise established in 1926 with Rapid Express trucking which began operating in 1933. Trucking became the predominant way to ship goods during the 1930s and Route 66 provided an express route between Chicago and Los Angeles.⁹⁹

To accommodate trucks, as well as automobiles, New Deal legislation passed in 1934 funded studies to create an “all weather” highway – a model superhighway based on Germany's Autobahn constructed in the late 1920s. The studies prompted the State of Pennsylvania to begin construction on a turnpike that

⁹⁶ Skip Curtis, “Driving Route 66 Crawford County,” *Show Me Route 66* (Winter 1997), 12-15; Curtis 1998, 7-11.

⁹⁷ Patricia R. Buckley, *Route 66 Remnants* (Self-published, 1988), 20-21.

⁹⁸ “U.S. Highways From Route 1 to (U.S. 830),” (Available at: <http://www.us-highways.com/>, Access date: 28 January 2009).

⁹⁹ Cassity, 153-156.

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linked Pittsburgh and Philadelphia. Although the project was privately funded, the federal government intervened in 1937 and purchased \$35 million in bonds on the condition that the Public Works Administration (PWA) would receive \$29 million for completing the turnpike. The Pennsylvania Turnpike was constructed in record time, less than two years, and opened in June 1940. The road was much more modern than Route 66. It met federal construction standards and incorporated limited access restrictions. The turnpike was an important military road from its inception, serving as a vital route for National Guard units. Military experts also noted that the road's width was sufficient to serve as an emergency landing strip for small planes. The functionality of Route 66 as a modern highway was soon to be surpassed.¹⁰⁰

World War II and the Postwar Years of Prosperity, 1940-1955

In some respects, World War II, which boosted the nation out of its depression, created a depression for many businesses along Route 66. During the initial years of American involvement in World War II, Route 66 commerce experienced a boom. The road had been designated a primary artery for moving military traffic east/west. Noted by John Woodruff in 1941, a Springfield Missourian who established the U.S. Highway 66 Association in 1926, Route 66 was the federal government's selection as the preferred military road in Missouri, having "preference over every federal highway in Missouri" as such.¹⁰¹ The government had been road building throughout the Depression and in part, that build-up was in preparation for World War II. Good roads were necessary to ship military supplies and efficiently transport personnel. Missouri's Route 66 played an integral role throughout the war, particularly in relation to Fort Leonard Wood, which opened in 1940 as an Army training facility.¹⁰² Located in Pulaski County, Route 66 provided direct access to Fort Leonard Wood. The installation was one of three in Missouri actively engaged in World War II training. The other two sites were Camp Crowder, which opened in 1941 near Neosho (Newton County) and Jefferson Barracks in St. Louis County.¹⁰³ Camp Crowder and Jefferson Barracks though not located directly on Route 66 accessed the road easily. Military traffic to and from Camp Crowder (located approximately 15 miles south of Route 66) reached the road via U.S. Highway 71. Jefferson Barracks, situated less than 12 miles east of Route 66, was accessible to the road along Highways 267 (Lemay Ferry Road) and 61 (Lindbergh Boulevard). Route 66 was also important in Missouri as it connected to military installations located further west such as Tinker Field (Oklahoma), Albuquerque Army Air Base (New Mexico), and Barstow Marine Logistics Base (California).¹⁰⁴

Road historians have dubbed World War II as a period of "new migration" for Route 66. During the 1940s, many headed west on the road to find work, particularly in California where the aircraft industry

¹⁰⁰ Patton, 81-82.

¹⁰¹ Cassity, 182-183.

¹⁰² Ibid, 183-184.

¹⁰³ Crockett and McCandless, 175.

¹⁰⁴ Cassity, 184-185.

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was booming. It is estimated that at least 500,000 people traveled west on Route 66 during the early years of the war. Cities experienced a surge in population, while rural areas declined as many, in search of jobs, moved to larger communities that supported wartime manufacturing.¹⁰⁵ Through the shift from rural to urban populations had been rising steadily since the automobile became popular, this trend in the Midwest was most evident during the 1940s, as noted in the table that follows. Similar patterns developed elsewhere across the nation.¹⁰⁶

Table 1. Midwest population trends, 1910-1960.

	1910	1920	1930	1940	1950	1960
Urban	45.1%	52.3%	57.9%	58.4%	64.1%	68.7%
Rural	54.9%	47.7%	42.1%	41.6%	35.9%	31.3%

Route 66's burgeoning westward movement at the beginning of the war years declined suddenly by the mid-1940s. Rationing resulted in restrictions on the purchase of gasoline, oil, and rubber – all necessary for manufacturing and operating automobiles. Additionally, auto manufacturers vied for federal contracts to produce military vehicles, abandoning private automobile production throughout the war. As a result, tourism declined along Route 66. Although the road was important for military vehicles, the traffic failed to provide steady business for many independent establishments along the road. Route 66 “languished” in states where funding was insufficient “for repairs and ordinary maintenance.”¹⁰⁷ Missouri was an exception to this generalization. Fort Leonard Wood received federal funds for road improvements, which upgraded Route 66 to a four-lane divided capacity highway and straightened “steep and winding roadways in the Ozarks.”¹⁰⁸ Missouri also experienced much business expansion along the road during World War II. One example is the Midway restaurant, garage, and auto dealership located in Cuba (Crawford County), Missouri. Allyne Earls operated the business on a lease-basis throughout the 1940s, during which time she remodeled the building by adding 24 bedrooms, four bathrooms, and replacing the automobile service area with an enlarged restaurant/dining section. According to Ms. Earls, “the rooms were filled with Fort Leonard Wood soldiers and their wives, [and] as many as 600 soldiers” ate daily at the Midway.¹⁰⁹ Though not everyone was as fortunate as Ms. Earls, most business owners along Missouri's Route 66 conducted a steady – if not thriving – business throughout the war years. Following the war, these statistics continued to get better – at least for a while.

The era immediately following World War II has been identified by many historians as the “Golden Years of Route 66” during which time the road achieved a new high in popularity spurred by television, movies, books, travel guides, and popular music. After the war, new automobiles and all that was necessary to operate them became available once again. Additionally, years of thrifty living during and

¹⁰⁵ Ibid, 187-188.

¹⁰⁶ United States Census Bureau (Available at: <http://www.census.gov/>, Access date: 28 January 2009).

¹⁰⁷ Cassity, 188-90.

¹⁰⁸ Ibid.

¹⁰⁹ Wallis, 68.

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after the Depression left Americans with a surplus of disposable income and a burning desire to have it all now. “The postwar years brought unprecedented prosperity to the United States as color televisions, stereo systems, frost-free freezers, electric blenders, and automatic garbage disposals became basic equipment in the middle-class American home.”¹¹⁰ At the top of the list of postwar purchases was the automobile. In the decades 1950 – 1980, the nation’s population expanded by 50% and new automobile purchases by a shocking 200%.¹¹¹

The number of new cars and vacationers using Route 66 after 1945 spurred a flurry of new developments – restaurants, motels and auto courts, drive-in theaters and entertainment venues, and shopping centers all cropped up virtually overnight. Increasingly popular were cottage courts during the 1940s and 1950s, including what is probably Missouri’s best remembered complex, Coral Court Motel in St. Louis County. Constructed in 1941 and demolished in 1993, the site was instantly popular and encouraged the construction of several similar courts (also in St. Louis County) including the Missouri Motel which opened in 1950 and Cordia Courts, Evergreen Cottages, and Beacon Court, constructed in the 1940s. Though the cottages most frequently incorporated Art Deco and streamline moderne architectural styles popular during the 1930s, they were nonetheless quite contemporary with air conditioning, “automatic heat,” separate automobile garages, and “free radios.”¹¹² Also increasingly abundant after World War II were national franchises and company-owned chains. With the exception of gasoline stations, such buildings were rarely constructed on Route 66 in Missouri prior to 1950. It seemed that almost overnight, carbon copy designed motels, restaurants, and stores began to dot the roadside’s landscape. As such enterprises caught the attention of the traveler; independently run businesses could no longer compete with these “comfortably appointed, consistently run, and reasonably priced motor inns” and restaurants. Once a certain chain gained favorable recognition, motorists began to bypass what they did not know in favor of what they were already comfortable with – a pattern that emerged and grew throughout the 1950s.¹¹³

The nation’s obsession with the automobile and all that served the almighty car was not kind to Route 66. Along with an increasing need to serve tourists, the route increasingly became associated with automobile-related deaths, traffic congestion, and a rapidly disappearing rural landscape that gave way to chain restaurants and hotels, modern supermarkets and shopping centers, subdivisions, and parking lots.¹¹⁴ The road had deteriorated from excessive use before, during, and after the war and increasing traffic that now traveled at a faster pace, not to mention the weight of trucking traffic, did nothing to preserve the roadway or to make it safer. Federal highway standards that began to be enforced on all new roads constructed during the 1940s were not met by Route 66 which offered “shoulders and

¹¹⁰ Kenneth Jackson, *Crabgrass Frontier: The Suburbanization of the United States* (New York: Oxford University Press, 1985), 246.

¹¹¹ *Ibid.*

¹¹² Curtis, 1998, 7-12.

¹¹³ Liebs, 184-185.

¹¹⁴ Jackson, 247.

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bridges” that were “too narrow and sight distances” that were “too short.”¹¹⁵ Traffic fatalities and road blocks continued to increase on “Bloody 66” which prompted additional upgrades and bypasses. The changes were advocated by the road’s supporting memberships and proponents, such as the U.S. Highway Route 66 Association, which fully expected that the road would continue its role as the nation’s most popular highway.¹¹⁶ The federal government, however, had different plans that focused on building a new federal interstate highway system that would bypass the road altogether.¹¹⁷ Route 66’s surge of popularity after World War II was short-lived. Although the war had emphasized the necessity of the highway as a conduit of “commerce and war” it also hammered the nail in the coffin, demonstrating that Route 66 could not support the future of the national highway system.¹¹⁸

The Interstate and Decommissioning of Route 66, 1956 – 1981

The United States’ interstate highway system was developed beginning in the mid-1950s but its roots date to the early 1900s when politicians, highway builders, and motor enthusiasts envisioned an all-weather coast-to-coast network of highways. Designs for “superhighways” more in line with the modern interstate system originated during the New Deal era when President Franklin D. Roosevelt, enamored with Germany’s Autobahn, envisioned a superhighway that would not only support wartime mobilization but the nation’s growing automobile obsession as well. In 1937, Roosevelt assigned Thomas McDonald, chief of the Bureau of Public Roads (BPR) to investigate the feasibility of a “new transcontinental system of interstate toll highways” extending north-to-south and east-to-west in a grid-like pattern across the nation. Though the plan would never reach fruition under Roosevelt’s administration, the seeds were planted and the movement would continue to grow.¹¹⁹

The promise of a national system of impressive roadways attracted a diverse group of lobbyists, including the Automobile Manufacturers Association, state-highway administrators, motor-bus operators, the American Trucking Association, and even the American Parking Association . . . In 1943 these groups came together as the American Road Builders Association, with General Motors as the largest contributor, to form a lobbying enterprise second only to that of the munitions industry. By the mid-1950s, it had become one of the most broad-based of all pressure groups, consisting of the oil rubber, asphalt, and construction industries; the car dealers and renters; the trucking and bus concerns; the banks and advertising agencies that depended upon the companies involved; and the labor unions.¹²⁰

¹¹⁵ Cassity, 236.

¹¹⁶ Ibid, 238.

¹¹⁷ Ibid, 242-243.

¹¹⁸ Ibid, 193.

¹¹⁹ Lewis, 50-51.

¹²⁰ Jackson, 248.

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It was hard to argue with the nation's most powerful lobbyists and feeling this pressure, along with the impending Cold War, in 1954 President Dwight D. Eisenhower appointed a committee to investigate the best way to develop the nation's interstate highway system.¹²¹ What came of the appointment were the Federal-Aid Highway and Highway Revenue Acts, which Eisenhower signed into law in 1956.¹²² The legislation was the first solid evidence that the nation would soon undergo construction of a national system of modern highways. The project was envisioned initially as a 41,000-mile network and would be 90% funded by the federal government estimated at \$26 billion.¹²³ A ground-breaking ceremony occurred on August 2, 1956, in Laclede County, Missouri and construction began 11 days following on August 13 in St. Charles County, approximately a quarter-mile segment of Highway 40 (currently Interstate-70) completed on November 9, 1956 (see Figure 11).¹²⁴

Missouri holds 1,181 miles of the U.S. interstate system, including segments of Interstates 70, 44, 55, 64 and 72. Interstate 44 roughly follows Route 66, crossing the state northeast/southwest from St. Louis to Joplin. Construction on I-44 began in 1956 and the road opened for public use in 1966, though the interstate would not be fully completed until 1981.¹²⁵ It seems ironic, yet fitting, that Missouri's Route 66 succumbed to the nation's first official designated section of its interstate system. Route 66 was identified as obsolete by the federal government as early as 1944 when the route failed to meet road building standards issued by the BPR under the Federal-Aid Highway Act.¹²⁶ Completion and success of the Pennsylvania Turnpike (1940), New York Thruway (1946) and New Jersey Turnpike (1953) added fuel to the fire of building national interstate highways.¹²⁷ In terms of Route 66 and those who advocated its inclusion in the planned modern road system, the reality was that "no one missed the significance of what was going on . . . No one doubted that Route 66 was starting to fade like a desert highway mirage as it (the interstate construction project) came nearer."¹²⁸

Missouri began to replace Route 66 as soon as construction began on Interstate 44 in 1956. Much of the original road was completely obliterated by the interstate. In the Ozarks region of the state, the interstate bypassed Carthage, Halltown, Joplin, and Webb City, while I-44 connected Missouri to Oklahoma via the Will Rogers Turnpike (see Figure 12).¹²⁹ Original segments of Route 66 do survive though most have been re-paved and/or redirected. Sections of the old route extend through Pacific, Gray Summit, St.

¹²¹ Ibid, 249.

¹²² Cassity, 243.

¹²³ Jackson, 249-250.

¹²⁴ TRIP National Transportation Research Group, "The Interstate Highway System in Missouri: Saving Lives, Time and Money," June 2006 (Available at: <http://www.tripnet.org/MissouriInterstateStudy060806.pdf>, Access date: 29 January 2009), 3.

¹²⁵ Ibid, 12.

¹²⁶ Federal Highway Administration, "Dwight D. Eisenhower National System of Interstate and Defense Highways" (Available at: <http://www.fhwa.dot.gov/programadmin/interstate.cfm>, Access date: 30 January 2009).

¹²⁷ Lewis, 68-69.

¹²⁸ Cassity, 249.

¹²⁹ Buckley, 21.

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Clair, St. James, Sullivan, and Bourbon. One of the best examples of a preserved section of Route 66 is in Devil's Elbow (Pulaski County) which retains not only the old road but the 1923 riveted Parker through truss bridge that crosses the Big Piney River (see Figure 13). Joplin holds approximately a 12-mile stretch of Route 66 that connects Missouri with Oklahoma. This section retains the road's historic number, 66, along with its modern designation as the 44-Loop.

Ninety-percent of Missouri's interstate system was complete by 1976 (see Figure 14). The final segment of Missouri's interstate opened in 2001, a two-mile section of Interstate-72 located in Marion County.¹³⁰ Missouri removed all original Route 66 signs between St. Louis and the east side of Joplin in 1977. The remaining signs were removed in 1981, the same year that the state replaced the final segment of Route 66 with I-44.¹³¹ In 1985, Route 66 was decommissioned by the American Association of State Highway and Transportation Officials (AASHTO). Americans were unwilling to dismiss the historic highway, however; and a resurgence of interest in the Mother Road has continued to gain national attention. In 1995, Congress through the assistance of the National Park Service initiated a national Route 66 Corridor Preservation Program. The Route 66 Association of Missouri (established in 1989 and incorporated in 1990) works to preserve Route 66 and its roadside resources in Missouri. The non-profit group has been successful in getting Route 66 road signs established along major sections of the road that remain in use today (see Figures 15 and 16).¹³²

¹³⁰ TRIP, 11.

¹³¹ Buckley, 21-22.

¹³² Route 66 Association of Missouri website (Available at: <http://www.missouri66.org/>, Access date: 30 January 2009).

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F. ASSOCIATED PROPERTY TYPES

1. Roadbeds
 - Subtype: Abandoned
 - Subtype: Still In Use
2. Road Bridges
 - Subtype: Steel Truss (Pratt Truss, Parker Through Truss, Pennsylvania [Petit] Truss, Warren Truss, and Concrete Open Spandrel Arch)
3. Roadside Parks/Overlooks
4. Gasoline/Service Stations
 - Subtype: Curbside
 - Subtype: House
 - Subtype: House With Canopy
 - Subtype: House With Bays
 - Subtype: Oblong Box
5. Lodging
 - Subtype: Cabins
 - Subtype: Motor Courts and Motels
 - Subtype: Hotels
6. Eating Establishments
 - Subtype: Food Stands and Drive-ins
 - Subtype: Cafes
 - Subtype: Diners
 - Subtype: Restaurants
7. Road Side Attractions and Entertainment
 - Subtype: Caverns
 - Subtype: Drive-in Theaters
8. Roadside Signs and Roadside Markets
9. Roadside Vernacular Architecture
 - Subtype: Giraffe Stone Buildings
 - Subtype: Fieldstone Buildings and Structure

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Summary

Property types associated with the historic context for “Route 66 in Missouri” include roadbeds, road bridges, roadside parks/overlooks, gasoline and service stations, eating establishments, lodging, roadside attraction and entertainment, roadside signs and roadside markets, and roadside vernacular architecture. In 1981, Route 66 in Missouri was officially replaced when the final segment of Interstate-44 (in Missouri) opened. This occurred four years prior to the federal route’s official decertification in 1985. Beginning in 1956, sections of the road were decommissioned a little at a time. Since sections of Route 66 were decommissioned at different times, properties may be eligible for listing on the National Register of Historic Places under Criterion Consideration G. This applies to all properties less than 50 years of age. These properties, if they meet the registration requirements, are eligible for the NRHP regardless of their age. As with all NRHP-eligible properties, the resources must retain integrity and have a direct historical (though not necessarily physical) association with Route 66. Along Route 66 in Missouri, there remain several structural components connected with road construction. These elements include bridges, the right of way, grade separations, curbs, centerline markers, guard rails and other associated elements. These property types once served the businesses and travelers who journeyed on Route 66 and are confirmation of the businesses that were established to support and profit from the transportation on Route 66 in Missouri. These services and businesses included motels, cabins, restaurants and diners, gasoline and service stations, attractions like caverns, roadside markets, and drive-in theaters. To guide the automobile tourists were roadside signs which made the unfamiliar familiar to the out-of-towner. As motorists traveled along Route 66 in Missouri, they saw a unique form of architecture known to Missouri, the giraffe stone or Ozark Rock vernacular style, and the fieldstone vernacular style that housed various forms of business along the roadside. These many property types along Route 66 in Missouri are significant as a representation of how Route 66 in Missouri evolved as a direct result of the transportation and commerce of automobile tourism.

Name of Property Type: Roadbeds

Description

The demand for enhanced roads was a direct result of increased automobile traffic. It was this increase in automobile traffic which led to the demand for better roads to facilitate an uncomplicated path for motorists. The outlet used to ease transportation from Chicago, IL to Santa Monica, CA was U.S. Route 66. In Missouri, there are two categories of Route 66 roadbeds still in existence: abandoned roadbeds and roadbeds still in use. The abandoned roadbeds are no longer available for automobile traffic, for the most part. These abandoned segments are illustrative of the various alignments and road engineering of Route 66 in Missouri. The second category of roadbed comprises both rural and urban portions, many which remain in use. Rural sections usually branch from roads under local or county jurisdiction. Urban sections typically run through major sections of the city. A segment of roadbed near Spencer, Lawrence

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County, and a segment in Springfield at the intersection of Kearney and Glenstone Streets, Greene County, and the Devil's Elbow bypass are excellent representation of this property type.

Subtype: Abandoned Route 66 Roadbed

Abandoned road segments are were once an integral component of historic Route 66 in Missouri but have since been thrust aside as a result of alignment or bypassing of the highway. While there are some sections that support limited local traffic, others are closed for automobile traffic; some are open to foot traffic and bicycle traffic. Some of the abandoned roadbeds are no longer maintained and are in varying degrees of disintegration due to the contact and exposure of the natural forces. The segments that are not maintained and not utilized have for the most part become archaeological sites, providing essentially unaltered examples of highway construction and transportation engineering, but also social repercussions. The Chain of Rocks Bridge, located in St. Louis is an excellent representation of an abandoned roadbed that open to pedestrian traffic only.

Subtype: Route 66 Roadbed Still in Use

Both urban and rural roadbeds are still in use along several sections of the original Route 66 in Missouri. The urban areas along Route 66 networked the "Main Street" of towns and cities along the highway. Those segments located within the middle of a town or cities are lined with buildings constructed to service the automobile traveler. Such associated properties types are situated within the downtown area or commence at the edge of downtown, then continue to the outskirts of the town.

The rural segments of Route 66 in Missouri functioned as the connection between the towns and cities. These rural sections continue to offer access to and from these same towns and cities while providing local access to the interstates nearby. The segments that were bypassed when interstates were developed in rural areas are maintained by local towns or county agencies. Associated property types can still be found along these segments.

Significance

Since its onset, Route 66 was a component of the first numerically-designated federal highway system. The route has played a momentous role as an inter-regional highway connecting the Midwestern section of the United States to the southern California region. The highway has provided travel access to a range of motorists over the years – truck drivers, farmers, individuals who relocated during the migrations of the Depression and World War II, military fleets, tourists, business travelers and passenger buses. Route 66 embodies the wide-ranging gamut of people who traveled between the Midwest to the West Coast. The roadbeds of Route 66 are symbolic and bring to light the relationship that evolved with the establishment of major highways and the rise in transportation, particularly during upsurges of tourism, and associated properties that were built to accommodate the motorists. Not only did the highway play a

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significant role in transportation and tourism, it also became an icon to the American population through its depiction in movies, songs and novels. Route 66 even now remains a prevalent tourist attraction and continues to play a major part in American culture and heritage.

The roadbeds still in use are significant as property types that represent the early engineering of transportation and workmanship of highway construction for the period of the first three decades of the federal highway system in the United States. Associated property types of roadbeds show the evolution of road construction methods through bridges, culverts, realignment and bypasses constructed for safety purposes over the years.

Registration Requirements

To qualify for National Register listing under Criterion A in the area of transportation, and/or Criterion C in the area of engineering, a segment of Route 66 should retain integrity of design, association, location, feeling, materials, workmanship and setting. While not all of these may be relevant to these road segments, each will be key part in the determination of eligibility of each road segment (defined below).

Association and Location

To meet the requirement of integrity of association and location, the property must have been a part of U.S. Route 66 between 1926 and 1981. To be eligible, segments built prior to 1926 must have become a part of the official Route 66. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data, such as maps, photographs, and engineering plans should be referred to for verification. Eligible segments which have a slight deviation from the original locations, as in the circumstances of the realignment of a diminutive piece of the road segment for better road safety, does not make a segment ineligible.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, a segment must convey an apparent association with the transportation, commerce and automobile traffic along Route 66 in Missouri during the years of significance, 1926-1981. Although there are not set measured limits of roadbeds for this requirement, the perfect segment would be a continuous view of the road until the land seems to meet the sky. Partial segments located within the center area of Interstate 44 would not meet the requirements for listing. The setting should have minimal invasive elements and should mirror the general character of the historic period. Associated property types which edge Route 66 enhance the historic setting and feeling of the road but must be from the historic period.

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Design, Materials, Workmanship

To meet the requirement of integrity for design, materials, and workmanship, the property must retain the physical features that classify it as a highway. These physical features include cross-section templates (consisting of fill slopes, roadbed, grade, cut banks, etc.), and related features like bridges, culverts and original alignments. A few of these features in varying sections may have been replaced or resurfaced for routine maintenance and for safety reasons. Each section should be evaluated under the set of circumstances as to which the section of the road has been covered with gravel or otherwise resurfaced and for those areas which have had a bridge or culvert replaced as a measurement of standard maintenance required for them to function as frontage and local roads. Original materials are habitually covered or removed. If other characteristics of the road segment retain sufficient integrity to convey its time, period and method of construction as outlined in the registration requirements of integrity, diminished material integrity does not make a segment ineligible.

Name of Property Type: Road Bridges

Description

There are many types of road bridges located on Route 66 in Missouri including riveted Warren deck truss, pinned Pennsylvania through truss, and riveted Parker through truss. These bridges were constructed of steel. Another type of bridge constructed in Missouri and located on Route 66 is the concrete open spandrel arch bridge constructed of concrete.

Subtype: Steel Truss

Pratt Truss

Caleb and Thomas Pratt patented the Pratt truss in 1844. For over a century, the design was the prevalent style of bridge in the United States. Characteristics of the Pratt Truss are thin diagonal elements and heavy vertical channel beams. The vertical members and diagonals slope down toward the center, creating Y- and K-shaped patterns. The interior diagonals are under tension, under balanced loading and vertical elements under compression. Variations of the Pratt Truss include the Parker through truss, the Pennsylvania truss, and the Warren truss. Pratt truss bridges were prevalent for economical reasons, as this style was uncomplicated to assemble and pliable for long distances.¹³³

¹³³ Maryjo Meacham, Brenda Peck, Lisa Bradley and Susan Roth. "Route 66 and Associated Historic Resources in Oklahoma," 12 Jan 1995, p. F4-F6.

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Parker Through Truss

A Parker truss is a variation of the Pratt truss with a polygonal top chord. A Parker truss is generally used for spans of 100 or more feet, but may be found in spans of 40 to 200 feet. The design was commonly used in the 1920s when there was a need for longer bridges to be constructed. The Devils Elbow Bridge in Pulaski County is representative of the Parker truss type.¹³⁴

Pennsylvania (Petit) Truss

Pennsylvania (Petit) truss is a Parker truss with sub-struts and/or sub-ties. The sub-members become rigid with a truss that carries heavy, moving loads, such as a railroad train. Its name derived from its extensive use on the Pennsylvania Railroad. The Pennsylvania (Petit) truss may be 250 to 600 feet (75 to 180 meters) long. The McArthur Bridge in St. Louis City on the original Route 66 (now U.S. Highway 60) and the McKinley Bridge that connects St. Louis to Illinois Route 3 over the Mississippi is representative of this style of truss bridge (see Figure 17).¹³⁵

Warren Truss

A variation of the Pratt truss, the Warren truss, is notable by its equilateral triangles located in the truss design. It has diagonals that alternate between the tension and compression, with no vertical elements. The Warren truss was invented in England during the 1840s. It was not until the invention of the portable riveting machine and the popularity of steel over iron that the Warren truss was more commonly used in bridge engineering. The Meramec River Bridge in St. Louis County is an example of the Warren truss style.¹³⁶

Subtype: Concrete

Concrete Open Spandrel Arch

Concrete Open Spandrel Arch bridges signify one of the great engineering accomplishments of early twentieth century bridge construction. Concrete was used as a bridge building material beginning around 1910, as it was a relatively new material in the early 1900s. Engineers discovered concrete was inexpensive, practical, versatile, and it had vast strength under compression. When combined with steel or wire rods for reinforcement, the engineering potential it offered was never-ending. There were four concrete arch bridges in the United States by 1910 with span lengths over 175 feet. Concrete open spandrel arch bridges were utilized for the longest and highest crossings and were very complicated to design and to build. This type of bridge was cost effective due to minimization of dead

¹³⁴ Ibid.

¹³⁵ "The Pratt Truss." (Available at:

<http://www.sha.state.md.us/keepingcurrent/maintainRoadsBridges/bridges/oppe/historicBridges/V-Pratt.pdf>, Access date: 26 January 2009).

¹³⁶ Meacham. p. F4-F6.

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weight through load-bearing arches and foundations. The structure of an open spandrel arch bridge consists of vertical columns and cross girders. The Big Piney River Bridge is an excellent example of concrete open spandrel arch bridge (see Figure 18).¹³⁷

Significance

From 1926 when Route 66 in Missouri was first designated, the highway has played a significant role in the history of commerce, transportation, tourism, and road construction. Bridges along Route 66 provide insight into the appreciation of the society that constructed them through the materials used in construction and demonstration of engineering skills. Bridges are considered significant as a record that provides documentation of the changing social character associated with Route 66 in Missouri. The engineering designs, locations and materials of these bridges indicate the use of the road and its necessity in automobile travel. These property types also record the changes that occurred on Route 66 in regard to increases in traffic, road construction, realignment and bypassed segments that have caused some bridges to change in their use over time.

Registration Requirements

For a bridge to be eligible for listing on the National Register under Criterion A in the area of transportation and/or Criterion C in the area of engineering, if a bridge is a good example of a type, style and period of construction. It must retain sufficient integrity to convey its location, association, design, material, workmanship, setting and feeling (defined below).

Association and Location

Integrity of association necessitates that the property type was part of the Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and engineering plans should be referred to for verification. Eligible bridge segments which have a slight deviation from the original locations, as in the circumstances of the realignment of a diminutive piece of the road segment for better road safety, does not make a bridge ineligible.

Material, Design, and Workmanship

To meet the requirement of integrity for design, materials, and workmanship, the property must retain the physical features that classify it as a bridge. The physical characteristics include roadbed, concrete, railings, and steel. Some sections might have experienced routine maintenance to ensure safety of the bridge that could have resulted in some original materials being resurfaced or replaced. A reduced material integrity due to routine maintenance, replacement, or natural elements, does not render a

¹³⁷ Clayton B. Fraser, "HAER Inventory: Missouri Bridge Inventory, Meramec River Bridge, MHTD: J421 (4 August 1994), p. 139.

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property type ineligible if other aspects retain sufficient integrity to convey the bridge's period and method of construction as outlined in the registration requirements.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, a bridge must convey an apparent association with the transportation, commerce and automobile traffic along Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and engineering plans should be referred to for verification. The construction date of many bridges can be identified by plaques located on the bridge itself.

Name of Property Type: Roadside Parks/Overlooks/Roadside Markers

Description

Roadside parks, overlooks, and roadside markers are significant to Route 66 in Missouri for the roles they played in assisting or entertaining the traveling public. Roadside parks and overlooks evolved as transportation increased and a need arose for travelers to have a place to rest or to stop and enjoy a picnic meal. For some motorists, roadside parks provided a place to camp overnight – some offered scenic overviews of the roadside landscape. Typically roadside parks and overlooks were established by the state park service or local government and were very minimalistic in design. Typical features of this property type included picnic tables, some type of fire pit, and signs that provided directions or distance as route markers.¹³⁸ Jensen's Point, Franklin County, and Devil's Elbow scenic overlook, Pulaski County are excellent representations of this property type. In addition, Old Oak Grove Roadside Part in Leasburg and George M. Reed Roadside Park located in St. Robert are also excellent examples of this property type.

Significance

The roadside parks and overlooks located along Route 66 in Missouri that remain are significant for the role they played in promoting automobile tourism and recreation. Roadside parks and overlooks are representative of an earlier time period when motorists traveled at more leisurely pace and a shorter distance for daytime travel. These sites through the materials, designs and locations of markers and facilities, represent the conditions of travel on Route 66 in Missouri at a time when the excursion was focused on getting from one place to another.

Registration Requirements

¹³⁸ Cassity, p. 322-325.

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To be eligible for listing on the National Register under Criterion A, a property must retain a clear feeling and association with Route 66 in Missouri during the years of significance, 1926-1981. The property must also comprise sufficient characteristics of historic integrity including location, design, materials, workmanship, feeling, association, and setting. To be eligible for listing on the National Register under Criterion C, the property type must retain significant elements of location, design, materials, setting, workmanship, feeling and association. While these roadside parks, overlooks and markers may still operate in their original function, they have required maintenance over the years. In most instances, their fundamental materials, design, setting, feeling, workmanship, association and location have not changed. Those property types in this category that are no longer in use and have deteriorated due to the natural elements, can still be eligible for listing if they retain sufficient integrity to convey it's the period and method of construction as outlined in the registration requirements (detailed below).

Association and Location

Integrity of association necessitates that the property type was part of Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and other historical records should be referred to for verification. Eligible roadside parks, overlooks, and roadside markers located on segments that have a slight deviation from the original location, as in the circumstance of the realignment of a diminutive piece of the road segment for better road safety, does not make this property type ineligible.

Material, Design, and Workmanship

To meet the requirement of integrity for design, materials, and workmanship, the property must retain the physical features that classify it as a roadside park, overlook or roadside marker. These physical characteristics include building, original materials, and architectural elements. Alterations to the form and materials may exist as long as the significant elements of the style are retained.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, a roadside park, overlook or roadside marker, must convey an apparent association with the transportation and commerce traffic along Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and records should be referred to for verification.

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Name of Property Type: Gasoline/Service Stations

Description

Gasoline stations and service stations are significant to Route 66 in Missouri for the role they played in automobile and truck transportation. The gasoline and service station is a property type that evolved as transportation increased and the need for gasoline experienced an upsurge through the popularity of the automobile. The origin of the gasoline station can be traced to oil companies that regarded gasoline as a less important product than their chief line of kerosene and lubricants. These products were purchased at grocery stores, hardware stores and blacksmith shops. When gasoline was first used in automobiles, the process was complicated in terms of getting the gasoline into the tank of a car. Prior to the establishment of gasoline and service stations, the process required the owner of an automobile to keep gasoline in a large drum with a spigot on the bottom, purchased from an industrial storehouse. Motorists had to stock gasoline at their house or another place which was an inconvenient and unsafe process.¹³⁹

The first pump apparatus came onto the scene around 1905. It was comprised of a rubber hose that allowed the transmission of gasoline from a tank into an automobile. This development in the gasoline market helped to spur more peoples' interests in using automobiles as their preferred mode of transportation, which boosted car sales. As the demand for automobiles escalated, automobile manufacturers constructed bigger and better factories to meet the demands. By 1910, car sales had increased by 4,500 percent. As a direct result, the need for gasoline exploded and oil companies stepped up production while searching for new locations to sell their product.¹⁴⁰

Prior to the gasoline station, motorists used curbside pumps. These pumps were usually located in well-populated downtown areas. While it was a common way to get gas for a car, it had many drawbacks. Motorists frequently had to wait in line which resulted in jam-packed traffic lanes that blocked trolley tracks. In addition, it was a dangerous situation because gas pumps were usually located at the edges of streets. Cars could easily run into the pumps, resulting in a fire or explosion. For this reason, cities passed ordinances blocking the expansion of curbside pumps and many owners were forced to relocate their gas pumps.¹⁴¹

As curbside pumps were on the way out, a new type of building was developed, the gasoline station. The Automobile Gasoline Company had a chain of gas stations constructed in St. Louis by 1905.¹⁴² At about the same time, a "drive-through" gasoline station was built in Seattle by John McLean for Standard Oil

¹³⁹ John Margolies. *Pump and Circumstance: Glory Days of the Gas Station*. Boston: A Bulfinch Press Book, Little, Brown and Company, 1993, p 6-8.

¹⁴⁰ Chester H. Liebs. *Main Street to Miracle Mile: American Roadside Architecture*. Baltimore: The John Hopkins University Press, 1995, p 95.

¹⁴¹ Liebs. p. 96; Margolies, p. 9.

¹⁴² Liebs. p. 97,

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of California. Motorists pulled in on one side of this little building that housed a tank, an apparatus for measurement, and a hose, then drove out through the opposite side. Oil and gas companies built several gas stations then leased them to private operators. At the same time, individuals who wanted to be a part of the gasoline boom purchased property, constructed their own buildings and contracted with the oil and gas companies for the petroleum. These “drive-in” stations were located in urban areas and also along highways.¹⁴³

Early gas stations were very basic in design and often considered ugly and a blot on the landscape. Often these buildings were unsafe. As gas companies grappled with how these stations were viewed by the public, a different approach was sought for a new gas station design. Gas companies sought ways to market their product and brand through identification.¹⁴⁴ As a result, these companies began to design their own gas stations and constructed the same designed building everywhere. Motorists could identify gas companies by the style of the gas station itself. Standard Oil Company was one of many companies that established a unique gas station design and landscaped the land surrounding the building. Vacuum Oil Company designed gas stations based on its theory that such buildings should be “an ornament to the community rather than a blight on the landscape.” As this became the trend, everyone wanted a piece of the action and the *National Petroleum News* offered an annual prize of \$100 for the most eye-catching gas station.¹⁴⁵

The years of 1920 – 1940 were considered the golden years of the automobile and gas station. By the 1920s, the automobile market was soaring. At the same time, gasoline decreased in price from twenty-five cents a gallon to eighteen cents a gallon, which encouraged more motorists to take to the road. The trend led to an upsurge in the number of gas stations built. There were 12,000 “drive-through” stations in 1921 and by 1927 the number increased to 116,000; by 1929 there were 143,000 drive-through stations in operation. The increase in gas stations rapidly decreased the number of hardware and grocery stores selling gasoline. By 1929, 91.7 percent of all gasoline was sold at gas stations.¹⁴⁶

The new style gas stations were larger in size with more pumps to service their customers and canopies to protect the motorist in bad weather. No longer were gas stations simply a shed or a small building. Gas stations evolved into buildings that housed an office, restrooms for customers and bays to service the automobiles. Gas stations that once only offered gasoline for sale started to provide repair services, windshield washing, and oil and battery checks. Some even offered coffee, cold drinks and sandwiches.¹⁴⁷

¹⁴³ Ibid.

¹⁴⁴ Margolies, p. 30.

¹⁴⁵ Ibid, p. 30-33.

¹⁴⁶ Ibid, p. 44-45.

¹⁴⁷ Ibid, p. 48-64.

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Over the years, the physical design of gas stations changed to fit the businesses' increased role in selling gasoline and conducting repairs. The once popular "drive-through" station was replaced by the mid-twenties by the cottage-style station equipped to service automobiles. As so many changes occurred in the architectural design of gas stations, several types emerged.¹⁴⁸ These building types are identified by John A. Jakle in his article, "The American Gasoline Station, 1920-1970." Jakle established subtypes for gasoline stations that are as follows: curbside, shed, house, house with bays, house with canopy, oblong box, small box with canopy, and canopy with booth.¹⁴⁹ Those that are included in this multiple property documentation are the curbside, shed, house (with canopy, and bays) and oblong box. The Delano Station in Cuba and the Skelly Gas Station in Phillipsburg are excellent representation of this property type.

There were 112 resources identified under the property type: gas stations/service stations, in the survey report, "Route 66 in Missouri Survey and National Register Project" (Sheals and Snider, 2003). The survey included properties built during the years 1926-1955. Properties constructed after 1955 were not included in the recorded number of properties surveyed.

Subtype: Curbside Station

The curbside station refers to any building which has a curbside pump, including those buildings erected exclusively as gas stations. This type of gasoline station symbolizes the first time in which gasoline was pumped mechanically and not hand poured into the tank of an automobile from drums or cans. These property types may also include buildings that sold household petroleum products then later expanded or converted to gasoline sales. Curbside gasoline stations are one of the associated property types located along Route 66 in Missouri (see Figure 19).

For a curbside station to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and/or Criterion C in the area of architecture of type, style and period, the associated building must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for the curbside station. Few curbside stations exist from this period and if the pump itself has been removed from the site, the property may still be eligible for listing provided that there is historical documentation to substantiate that the curbside pump existed. The building must meet the eligibility requirements set forth above.

Subtype: House

Petroleum industries constructed more permanent gasoline stations after the 1920s. The desired locations within towns were corner lots. These property types typically blended with their surroundings in their house-like design, unlike their predecessors which were considered an eye-sore. The house

¹⁴⁸ Ibid.

¹⁴⁹ John A. Jakle. "The American Gasoline Station, 1920-1970," *The Journal of American Culture* 1 (Spring 1976): 520-542.

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station was built in several architectural styles. Craftsman, English Cottage, Spanish Colonial Revival, Colonial Revival, and Tudor Revival styles were the most popular in Missouri. Construction materials popular in the Craftsman style included stone, and brick. Other features of the Craftsman style were gable or hipped roofs and heavy square columns. Brick and weatherboard was commonly used with the English Cottage style, which featured a steeply pitched, side-facing gable. These stations usually held an office, restrooms, and storage space, but that was not always the case as some were smaller in design (see Figure 20).

For listing on the National Register of Historic Places, these property types must have been associated with Route 66 in Missouri between 1926 and 1981. These property types must retain integrity of location, design, association, setting, and materials. The gasoline pumps may no longer exist and alterations to the form and materials may exist – the building is eligible as long as the significant elements of the architectural style are intact.

Subtype: House with Canopy

This associated property type is one of the styles of gasoline stations found along Route 66 in Missouri. The house with canopy subtype is identical to the house subtype with the exception that it features a canopy. The canopy ran from the façade of the station to the gasoline pumps to provide protection from the weather while motorists pumped gas. These canopies bear a resemblance to a residential porte-cochere.

For listing on the National Register of Historic Places, house with canopy stations must be associated with Route 66 in Missouri between 1926 and 1981. These property types must retain integrity of location, design, association, setting, and materials as outlined below. The gasoline pumps may no longer exist and alterations to the form and materials may exist. The building may be eligible as long as, the significant elements of the architectural style are intact (defined below).

Subtype: House with Bays

This subtype of the house station illustrates the evolution of the gas station and how it changed to meet the ever-growing needs of the motorist. Buildings transitioned from just selling gasoline to providing various types of mechanical repairs. In order to meet these needs, service bays were added to existing house or house with canopy property types, or service bays were built when the house was constructed. The house with bays property type is identical to the house property type, with the exception of the service bays.

To be eligible for listing on the National Register of Historic Places, the house with bays property type must have been associated with Route 66 in Missouri between 1926 and 1981 (as outlined below). These property types must retain integrity of location, design, association, setting, and materials. The gasoline

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pumps may no longer exist and alterations to the form and materials may exist. The building may be eligible as long as the significant elements of the architectural style are still intact.

Subtype: Oblong Box

The 1930s experienced a slow down in the sales of gasoline. In order to be more productive in sales during this period of economic downturn, gasoline companies became more creative by expanding the gasoline station and service station to accommodate for retail space and sales. These newly designed stations were comprised of large display areas and had more storage rooms. While prior stations serviced the automobiles, the oblong box property type expanded the service bay area and added more bays than prior stations. Buildings were more streamlined in style and the residential style that was once so popular was not utilized as much in new construction. The new streamlined style allowed for all services provided to be contained in one large building. This style was influenced by the International and the Streamlined Moderne styles, which was a direct reflection of the somber mood of the United States during the Great Depression. These buildings were simple in design and more affordable to construct than previous styles.

To be listed on the National Register of Historic Places, the oblong box property type must have been associated with Route 66 in Missouri between 1926 and 1981. These property types must retain integrity of location, design, association, setting, and materials. The gasoline pumps may no longer exist and alterations to the form and materials may exist. The building is eligible as long as the significant elements of the architectural style are still intact.

Significance

Gasoline stations dating to the period of significance 1926 to 1981 serve as vital reminders of a property type that emerged in reaction to the rise of automobiles and tourism. Gasoline stations are located in rural and urban sections of Route 66 in Missouri, and they reflect a period in history when motorists patronized stations for gasoline and other essential services during their travels. Gasoline stations are also significant for location, setting and association as well as their materials, workmanship and design which reveal the origins of the gas station and how it evolved to the modern service station.

Registration Requirements

To be eligible for listing on the National Register under Criterion A, a property must retain a clear feeling and association with Route 66 in Missouri during the years of significance, 1926-1981. The property must also comprise sufficient characteristics of historic integrity including location, design, materials, workmanship, feeling, association, and setting. To be eligible for listing on the National Register under Criterion C, the property type must retain significant elements of location, design, materials, setting, workmanship, feeling and association. While these gas stations/service stations might

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still operate in their original function or another function, they have required maintenance over the years. In most instances, their fundamental materials, design, setting, feeling, workmanship, association, and location have not changed. Few curbside stations exist from this period. The pump itself can be removed from site and the building may still be considered eligible for listing if there is historical documentation to substantiate that the curbside pump existed. Those property types in this category that are no longer in use, and have deteriorated due to the natural elements, can still be eligible for listing if they retain sufficient integrity to convey its period and method of construction as outlined in the registration requirements (detailed below).

Association and Location

Integrity of association necessitates that the property type was part of Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data, like maps, photographs, and historic records should be referred to for verification. Eligible gasoline stations located on segments which have a slight deviation from the original locations, as in realignment of a diminutive piece of the road segment for better road safety, does not make it ineligible.

Material, Design, and Workmanship

To meet the requirement of integrity for design, materials, and workmanship, the property must retain the physical features that classify it as a gasoline station. These physical characteristics include the building's original materials and architectural elements. Alterations to the form and materials may exist as long as the significant architectural elements of the style are retained. Modern additions may be acceptable if they do not impose characteristics inconsistent with the historical associations and/or use of the property. Enclosure or removal of original garage bays may potentially damage the integrity of the building if such alterations remove or significantly alter the original bay features.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, a gasoline station must convey an apparent association with the transportation and commerce traffic along Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data, like maps, photographs, and other historical records should be referred to for verification.

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Name of Property Type: Lodging

Description

The evolution of motels and motor courts was a direct result of the development of the highway system. Long distance travel across Missouri necessitated that motorists would have to stop for the night during their travels. Prior to the establishment of the highway system, tourist camps provided a place for travelers to stop overnight. The automobile provided a new adventure of travel for people who previously had traveled by train. Automobile travel opened up a whole new set of options for travel. Motorists could pick their own path and destinations to fit their schedule. However, with this new freedom of travel, came problems with roads and lodging. Roads were considered a quandary. Motorists never knew what to expect once they hit the road. Since travel by automobile was a new concept in the early 1900s, conveniences did not exist and accommodations for overnight travel were almost non-existent. There were hotels which serviced train travelers, but motorists preferred not to stay in expensive hotels. Motorists did not want to be separated from their automobiles, and auto travel resulted in motorists being covered with grime and soot from roads. Tourist camps provided the perfect lodging accommodation during the early 1900s, but lodging soon evolved with the establishment of the highway system and Route 66.¹⁵⁰

Tourists would often find a spot to camp along side the road; it could be any piece of land near the road. As more and more people started traveling by road, campers were everywhere, which led to municipalities developing campgrounds. These campgrounds were built to attract motorists and allowed municipalities to regulate the camp. Motor camping was an adventure and a form of national entertainment. By 1920, over 300 towns provided camping facilities to more than twelve million automobiles that were on the road. In 1923, there were around two thousand camping facilities in the United States. The attractiveness of camping led to the establishment of private campgrounds. Some of these campgrounds began to offer cabins for tourists. For those travelers who did not want to experience a night in the outdoors, there were the cabins and motor courts.¹⁵¹

The tourist cabin was a direct outgrowth of the increased number of motorists experiencing life on the road. Tourist cabins still required the traveler to carry their bedding and cots with them as most cabins were very basic overall. The average cabin provided protection from the weather and nature. Cabins were small in size but provided nature to filter inside through doors and windows. Tourist cabins expanded their amenities to offer communal toilets and showers. Later on, private baths, kitchenettes, and other furnishings were provided as motorists demanded more for their stay and wanted more conveniences. Many tourist courts had several cabins on the site. By the 1930s, the motor court had

¹⁵⁰ John Margolies. *Home Away From Home: Motels in America*. Boston: A Bulfinch Press Book, Little, Brown and Company, 1995, p. 5-6.

¹⁵¹ *Ibid*, p. 16-25; Liebs p. 169-174.

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evolved.¹⁵² Tourist or motor courts were located near the roadside with the office near the entrance. These buildings remained very popular until the advent of World War Two.¹⁵³

During World War II, motorists had to deal with gasoline rations. In addition, production of automobiles was limited, forcing motorists to park their cars and travel once again by train. Motor courts were now located out-of-the-way for travelers and some went out of business while others located near military bases thrived (due to the military housing shortages).¹⁵⁴

The post-war years witnessed a change in lodging. The term “court” was replaced with “motel” as the preferred nomenclature. The word “motel” originated in California and is credited to Arthur S. Heineman, architect of the Milestone Motels. After the war, people preferred a contemporary term to describe the motor court and term “motor” was combined with “hotel” to create “motel.” Along with the new term came a new style of motor court.¹⁵⁵

With the years of the depression and the war still heavy on the minds of the American people, architectural designs began to change rapidly, including new designs for buildings associated with lodging. Travelers did not sense a need for fancy places to spend the night during their travels. Motels were designed to represent no-frills functionalism. All that was required was a sign with neon lighting to promote the motel.¹⁵⁶ The motel was different from cabin motor courts. Instead of several separate cabins, the motor court or “motel” was a single, elongated building or buildings with each room easily reached through an exterior door. Autos were usually parked in front of the doors to the building. Some motor courts offered garage parking for their customers. Characteristically, motor courts had a range of spatial layouts: L-shaped, narrow U-shaped, wide U-shaped, row-on-row and single row. These layouts allowed for the expansion of additional rooms. Sometimes the spatial arrangements were the result of expansion.¹⁵⁷

Modern motels underwent changes in operation when chains such as Best Western, Sheraton, Ramada Inn, and Holiday Inn became popular. Chain motels were mass produced and neon signs made the motel chain easily recognizable to the traveler.¹⁵⁸

After the motel / motor court came the multi-story hotel. Hotels, like cabins, travel and motor courts, and motels, provided lodging for the weary motorist on Route 66 in Missouri. The hotel was most popular among business travelers who were not with their families. While motor courts were most

¹⁵² Margolies, p. 26-34; Liebs, p. 169-174.

¹⁵³ Liebs, p. 181-182.

¹⁵⁴ Ibid.

¹⁵⁵ Ibid, p. 182.

¹⁵⁶ Ibid, p. 182-184.

¹⁵⁷ Ibid.

¹⁵⁸ Ibid.

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commonly found on Route 66 in Missouri, hotels were also located along Route 66, especially in St. Louis, Springfield, Rolla and even Waynesville. The Rock Fountain Court, Springfield, Big Chief Cabin Hotel Office and Restaurant, St. Louis County, and Boots Motel in Carthage are excellent representations of this property type.

There were 126 resources identified under the property type: lodging in the survey report, "Route 66 in Missouri Survey and National Register Project" (Sheals and Snider, 2003). The survey included properties built during the years 1926-1955. Properties constructed after 1955 were not included in the recorded number of properties surveyed.

Subtype: Cabins

The property type cabin refers to small, one-story detached rooms designed in a courtyard setting. Most cabins were designed to resemble to a miniature house (see Figure 21). Cabins were very basic in design and not always furnished for the motorist. Cabins were generally located on the outskirts of town and sometimes referred to as cabin camps.

For a cabin or cabins to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and/or Criterion C in the area of architecture of type, style and period, the associated building must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for tourist cabins.

Subtype: Motor Courts and Motels

Motor courts or motels refer to a single, elongated building or buildings with each room easily reached through an exterior door, with parking in front of the door. Some motor courts offered garage parking for their customers. Characteristically, motor courts had a range of spatial layouts: L-shaped, narrow U-shaped, wide U-shaped, row-on-row and single row. Later, as the preferred term "motel" was used, some of these buildings were designed as two-story buildings. Motor courts and motels were located at the edge of the road with the office usually near the entrance. This property type was very popular along Route 66 in Missouri (see Figure 22).

For motor courts and motels to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and/or Criterion C in the area of architecture of type, style and period, the associated building must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association as motor courts or motels.

Subtype: Hotels

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The property type hotel refers to a multi-level building designed to accommodate motorists for overnight stays during their travels. Much larger in design than a motel, a hotel was designed with a lobby. Within the lobby a customer service desk was located for check-in. Some hotels also were equipped with a full service restaurant. Hotels along Route 66 were generally located in or near larger towns such as, St. Louis, Springfield and Rolla (see Figure 23).

For a hotel to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and/or Criterion C in the area of architecture of type, style and period, the associated building must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for hotels.

Significance

The remaining cabins, motor courts, motels and hotels along Route 66 in Missouri are significant as property types that emerged to meet the necessities and the requests of the commercial and tourism industry that utilized this highway. The buildings are significant for their representation of the spatial layout, building techniques, design, materials, setting, and association with tourist accommodations located along Route 66 in Missouri. These properties depict the evolution of tourist accommodations.

These property types are significant under Criterion A for commerce and transportation for road-related service businesses associated with Route 66 in Missouri and/or under Criterion C for architecture, if the property type is a good example of its type, period or method of construction.

Registration Requirements

To be eligible for listing on the National Register under Criterion A, a property must retain a clear feeling and association with Route 66 in Missouri during the years of significance, 1926-1981. The property must also comprise sufficient characteristics of historic integrity including location, design, materials, workmanship, feeling, association, and setting. To be eligible for listing on the National Register under Criterion C, the property type must retain significant elements of location, design, materials, setting, workmanship, feeling and association. While these cabins, motor courts, motels and hotels might still operate in their original function or another function, they have required maintenance over the years. In most instances, their fundamental materials, design, setting, feeling, workmanship, association, and location have not changed. It is essential the design and layout of the motel courts or motel units be apparent. The removal or modification of some of the buildings within the complex would not make a property ineligible if the general plan is visible. Those property types in this category that are no longer in use and have deteriorated due to the natural elements can still be eligible for listing if they retain sufficient integrity to convey the property's period and method of construction as outlined in the registration requirements (detailed below).

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Association and Location

Integrity of association necessitates that the property type was part of Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and historic records should be referred to for verification. Eligible cabins, motor courts, motels and hotels located on segments which have a slight deviation from the original locations, as in the circumstances of the realignment of a diminutive piece of the road segment for better road safety, does not make this property type ineligible.

Material, Design, and Workmanship

The property must meet the requirement of integrity for design, materials, and workmanship. The property must retain the physical features that classify it as a cabin, motor court, motel or hotel. The physical characteristics include building, original materials, and architectural elements. Alterations to the form and materials may exist as long as the significant architectural elements of the style are retained.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, cabins, motor courts, motels and hotels must convey an apparent association with the transportation and commerce traffic along Route 66 in Missouri in the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data, like maps, photographs, and records should be referred to for verification.

Name of Property Types: Eating Establishments

When motorists took to the highway, many businesses evolved to accommodate their needs from the gasoline station and lodging, to eateries. Although people dined out prior to the establishment of the highway, the automobile certainly contributed to the surge of establishments that provided food for travelers. If a motorist was out and about in an automobile, then the motorist would also eat out while on the road. With the explosion of the popularity of the automobile, it became easier for people to dine out for dinner or lunch.¹⁵⁹ An increase in the restaurant business is directly related to the increased automobile traffic. This property type includes restaurants, cafes and diners along Route 66 in Missouri.

Diners, cafes, and restaurants were forerunners to the modern fast-food style restaurant, and many evolved on Route 66 in Missouri. Diners depended on travelers as their main consumers. Most places offered a decent meal for a reasonable price and provided quick service. Diners tended to be stand-alone

¹⁵⁹ Liebs, p. 195-196.

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buildings located near the edge of the roadside, allowing a motorist to quickly detour for a bite to eat. By the 1930s, roadside diner architecture became more streamlined and futuristic with rounded corners. The Streamline Moderne style became very popular with diner style food establishments. Diners were a place for people to socialize but after World War II, the diner was mainly replaced with fast-food chains.¹⁶⁰

While cafes on Route 66 were often linked to a gasoline station or tourist courts, some were free-standing. Others were located in the middle of downtown or on the outskirts of town.¹⁶¹

Diners and cafes often provided breakfast, lunch and dinner. Restaurants were best known for serving dinner to the traveler. Restaurants were located along Route 66 and also located in downtown areas.¹⁶²

As commercial businesses on Route 66 expanded, so did roadside food stands. The roadside food stands were often unpretentious in design and a quick way for a motorist to get a speedy meal. Roadside food stands served anything from hotdogs and hamburgers to ice cream. Over the years, the little food stand would evolve into a multi-billion dollar business when the fast-food restaurant was invented.¹⁶³

Food stands were often notorious for the quality of food that they served. In order to take the customer's mind off the quality of food, some business owners designed their food stands in wacky shapes and designs. One of the earliest examples dates to 1921, when Walter L. Anderson and Edgar W. Ingram established the first White Castle Restaurant, housed in a small castle-shaped building. The popularity of White Castle opened the door for many innovatively designed small businesses. As a result, many food stands (such as White Castle) became well-known business chains because of their instantly recognizable building design.¹⁶⁴

With the establishment of the fast-food style eatery, another evolution in the fast-food business developed drive-in restaurants. For motorists, it was brilliant concept; stay in your car, order your food and have it brought out to you while you waited in your automobile. It was curbside service to travelers. One of the first companies to offer curbside service was A&W, but White Castle soon followed suit. Soon after, fast-food style eateries, better known as fast-foot restaurants, sprung up everywhere. These fast-food places offered a limited menu, self-service style, and mass-produced food. The customer only had to wait a few minutes for their food to be prepared. With the establishment of the fast-food restaurants, diners and cafes diminished in number.¹⁶⁵ An excellent representation of this property type is Steak n Shake, located in Springfield since the 1950s.

¹⁶⁰ Ibid, p. 216-227.

¹⁶¹ Ibid, p. 197-216.

¹⁶² Ibid, p. 197-200.

¹⁶³ Ibid., p. 204

¹⁶⁴ Ibid.

¹⁶⁵ Ibid, p. 212-216.

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There were 43 resources identified under the property type: eating establishments, in the survey report, “Route 66 in Missouri Survey and National Register Project” (Sheals and Snider, 2003). The survey included properties built during the years 1926-1955. Properties constructed after 1955 were not included in the recorded number of properties surveyed.

Subtype: Food Stands and Drive-ins

The property type food stands and drive-ins refer to simple types of eateries – the speedy food establishment. These property types provided food service by motorists walking up and placing their order through a window or a little food stand. Drive-ins provided curbside service to the traveler. An employee would come out to travelers, take their order, and bring their food out to them. Types of businesses located in these establishments include hotdog stands, ice cream stands, and drive-ins. An excellent representation of this property type is Ted Drewe’s Frozen Custard, located in St. Louis since 1941 (see Figure 24).

For food stands and drive-ins to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and/or Criterion C in the area of architecture of type, style and period, the associated building must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for food stand or drive-ins.

Subtype: Café

The property type café refers to a type of eating establishment located along Route 66 in Missouri that was often associated with tourist or motor courts and gasoline or service stations. Some cafés were located in downtown areas while others were located on the outskirts of town. Cafes were one of the more dominant styles of eateries found on Route 66 (see Figure 25).

For a cafe to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and/or Criterion C in the area of architecture of type, style and period, the building must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for cafes.

Subtype: Diners

The property type diners, refers to a type of eating establishment located along Route 66 in Missouri that was located on the roadside. Diners were usually laid out as one long room with a continuous counter that extended the full length of the room. Customers would sit on individual stools, while the server would be on the other side of the counter. The overall shape of the diner in the 1920s was very basic and

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often box-like in design. By the 1930s, diner architecture became more streamlined and futuristic. Many diners were designed in the Streamline Moderne style and utilized stainless steel.

For a diner to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and/or Criterion C in the area of architecture of type, style and period, the building must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for diner.

Subtype: Restaurants

The property type restaurants, refers to a type of eating establishment located along the Route 66 in Missouri which mainly served evening meals to travelers (see Figure 26). Restaurants were located along the roadside and in downtowns. Some restaurants were located within hotels.

For restaurants to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and/or Criterion C in the area of architecture of type, style and period, the building must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for restaurants.

Significance

These remaining food establishments: food stands, drive-ins, cafes, diners and restaurants are representative of how new forms of businesses emerged to accommodate the needs of the automobile traveler on Route 66 in Missouri. Their design, construction techniques, and settings are significant as an example of the built environment that evolved from the simple food stand to cafes, diners and restaurants.

Registration Requirements

To be eligible for listing on the National Register under Criterion A, a property must retain a clear feeling and association with Route 66 in Missouri during the years of significance, 1926-1981. The property must also comprise sufficient characteristics of historic integrity including location, design, materials, workmanship, feeling, association, and setting. To be eligible for listing on the National Register under Criterion C, the property type must retain significant elements of location, design, materials, setting, workmanship, feeling and association. While these food stands, drive-ins, cafes, diners and restaurants might still operate in their original function or another function, they have required maintenance over the years. In most instances, their fundamental materials, design, setting, feeling, workmanship, association, and location have not changed. Those property types in this category that are no longer in use and have deteriorated due to the natural elements, can be eligible for listing if they retain a high degree of integrity (detailed below).

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Association and Location

Integrity of association necessitates that the property type was part of Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and historic records should be referred to for verification. Eligible food stands, drive-ins, cafes, diners and restaurants located on segments which have a slight deviation from the original location, as in the circumstances of realignment of a diminutive piece of the road segment for better road safety, does not make this property type ineligible.

Material, Design, and Workmanship

To meet the requirement of integrity for design, materials, and workmanship, the property must retain the physical features that classify it as a food stand, drive-in, cafe, diner or restaurant. The physical characteristics include building, original materials, and architectural elements. Alterations to the form and materials may exist as long as the significant architectural elements of the style are retained and the original business use and/or logo remain(s) intact. Such properties, if altered, must remain recognizable for their period of significance in relation to Route 66.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, food stands, drive-ins, cafes, diners and restaurants must convey an apparent association with the transportation and commerce traffic along Route 66 in Missouri in the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data, like maps, photographs, and other records should be referred to for verification.

Name of Property Type: Road Side Attractions and Entertainment

Description

While the historic context of this report concentrates on Route 66 in Missouri and how it demonstrates the escalation of automobile tourism in Missouri though the history of the highway and tourist-related buildings along the roadside, caverns and drive-in theaters comprise an important associated element during the period of significance. Missouri is renowned for its caverns. Those automobile tourists who helped establish tourist related-buildings along Route 66 in Missouri also played a significant role in establishing cave tourism along Route 66. While motorists were stopping to enjoy the caverns during the day time, evening automobile tourists enjoyed the drive-in theater. Drive-in theaters provided Route 66 travelers in Missouri a chance to sit in their car and watch a movie. These roadside attractions allowed motorists to stop and have some fun before hitting the road to continue exploring Route 66 in Missouri.

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The Route 66 Drive-In, Carthage, and the Onyx Cave (NRL 05/21/99) are excellent representations of this property type.

There were 49 resources identified under the property type: roadside attractions and entertainment, in the survey report, "Route 66 in Missouri Survey and National Register Project" (Sheals and Snider, 2003). The survey included properties built during the years 1926-1955. Properties constructed after 1955 were not included in the recorded number of properties surveyed.

Subtype: Caverns

Caverns located along Route 66 in Missouri are significant for the role they played in transportation and commerce, recreation and entertainment, and automobile tourism. Motorists could stop at several caverns located on Route 66 including the Onondaga Cavern, Meramec Caverns, Cathedral Cave, and Onyx Cave (NRL 05/21/99) (see Figure 27). These associated property types, caverns, provided the motorist with fun and a chance to do something completely different, to become a spelunker or cave explorer for the day. For as little as forty cents, tourists could tour Cathedral Cave where stalagmites and stalactites awed them. Forty cents could buy a tour of the Onondaga Cavern which floated tourists down the meandering channel of the Lost River into the Cavern. For a few cents more, fifty cents, tourists could tour Missouri Caverns and witness how the indirect light within the cavern created spectacular colors and figures on the rock formation. Onyx Cave provided tourists with a completely different experience; a chance tour the only cave in the United States that demonstrated the shell of extinct onyx mining and illustrated how caves were mined. Missouri's most famous cave was Meramec Caverns, which had a restaurant, souvenir shop located within its stone walls. The Meramec also allowed tourist to drive their automobiles into the cavern.¹⁶⁶

For caverns to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and recreation and culture, they must have been associated with Route 66 in Missouri between 1926 and 1981. In most cases, eligible caverns will not be located directly on/along Route 66. These resources may be eligible if they were advertised (through the use of signs, brochures, and/or travel guides, etc.) as accessible via Route 66. Caves may also be eligible under Criterion C in the area of workmanship/design. Frequently cave owners/promoters added features to attract tourists such as concession areas and ticket booths incorporated into the cave's natural features. To meet Criterion C, caves must retain their added features that relate to the period of significance and methods of construction. Caves must retain integrity of location, design, setting, materials and association.

¹⁶⁶ Quinta Scott. Along Route 66. Norman, OK: University of Oklahoma Press, 2000, p.69-71.

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Subtype: Drive-in Theaters

Drive-in theaters along Route 66 in Missouri are significant for the role they played in transportation and commerce, recreation and entertainment, and automobile tourism. Motorists' love of their automobiles spurred many forms of businesses on Route 66 in Missouri including the drive-in theater. It was a great form of entertainment for motorists at the end of their day. Drive-in theaters allowed motorists to pull up and park to watch a movie while staying within their beloved automobile.

The drive-in theater was first developed in 1933 by Richard M. Hollingshead, Jr., who opened the first drive-in theater in Camden, New Jersey. Hollingshead envisioned showing movies to automobile tourists. While other property types associated with Route 66 were related to the needs of the automobile tourist, the drive-in theater was a calculated invention. Hollingshead knew that his invention would allow for outside movie watching and that it would be trendy. He patented his design in 1933.¹⁶⁷

Drive-in theaters slowly caught on. In 1946, there were only a few but by 1950, more than 1,700 could be found along roadsides.¹⁶⁸ Drive-in theaters continued to grow in popularity and several were located along Route 66 in Missouri. The popularity of the drive-ins peaked around 1958 then suddenly saw a decline as the result of television in homes and air-conditioning in movie theaters.¹⁶⁹

Drive-in theaters along Route 66 in Missouri still functioning as drive-ins are rare. In 2002, there were only nine known drive-in theaters still in operation along Route 66 in the United States.¹⁷⁰ The 66 Drive-In located in Carthage, Missouri (NRL 04/02/03) is an excellent representation of this associated property type.

For the property type, drive-in theater, to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce and recreation and culture, it must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for drive-in theaters.

Significance

These roadside attractions and entertainment property types are significant to Route 66 in Missouri for their role in increasing automobile tourism, transportation and commerce. These property types demonstrate the evolution of how businesses developed and grew as a direct result of automobile tourism.

¹⁶⁷ Liebs, p. 153-154.

¹⁶⁸ Ibid, p. 164.

¹⁶⁹ John Margolies & Emily Gwathmey. *Ticket to Paradise: American Movie Theaters and How We Had Fun*. Boston: A Bulfinch Press Book, Little, Brown and Company, 1991, p.113.

¹⁷⁰ Debbie Sheals. *66 Drive-In*, "National Register of Historic Places Nomination." 02 April 2003.

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To be eligible for listing on the National Register under Criterion A, a property must retain a clear feeling and association with Route 66 in Missouri during the years of significance, 1926-1981. The property must also comprise sufficient characteristics of historic integrity including location, design, materials, workmanship, feeling, association, and setting. To be eligible for listing on the National Register under Criterion C, the property type must retain significant elements of location, design, materials, setting, workmanship, feeling and association. While these caverns and drive-in theaters might still operate in their original function or another function, they have required maintenance over the years. In most instances, their fundamental materials, design, setting, feeling, workmanship, association and location have not changed. Those property types in this category that are no longer in use and are deteriorated due to the natural elements can still be eligible for listing if they retain sufficient integrity to convey the period and method of construction as outlined in the registration requirements (detailed below).

Association and Location

Integrity of association necessitates that the property type was part of Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and historic records should be referred to for verification. Eligible caverns and drive-in theaters located on segments which have a slight deviation from the original locations, as in the circumstance of the realignment of a diminutive piece of the road segment for better road safety, does not make this property type ineligible. Caverns located on roads other than Route 66, but that were promoted as Route 66 attractions, may also be eligible if they retain their integrity (as noted previously).

Material, Design, and Workmanship

To meet the requirement of integrity for design, materials, and workmanship, the property must retain the physical features that classify it as a cavern or drive-in theater. These physical characteristics include building, original materials, and architectural elements. Alterations to the form and materials may exist as long as the significant architectural elements of the style are retained.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, caverns and drive-in theaters, must convey an apparent association with the transportation and commerce traffic along Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and records should be referred to for verification.

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Name of Property Type: Road Signs and Roadside Markets

Description

When motorists took to the highway, many businesses evolved to accommodate the travelers' needs, including gasoline stations, lodging establishments, and eateries. These businesses required road signs that directed the automobile tourist where to eat, stay, be entertained or to get gas. Roadside markets were the direct offspring to accommodate the tourist looking for local crafts and souvenirs.

Subtype: Roadside Signs

Signs located along Route 66 in Missouri are significant for the role they played in transportation and commerce. As motorists traveled the great highway, it was the sign that familiarized travelers with the unknown countryside. These signs informed the motorist with what attractions and businesses were coming up as they drove Route 66. Not only were the signs a form of advertisement for businesses, but signs also provided insight into the cultural heritage of highway transportation and commerce.¹⁷¹

Roadside signs have become one of the most unforgettable illustrated icons of the highway. While some are free-standing, others were in fact a well-designed concept that became part of a building (see Figure 28). Signs were exciting, cheerful, impulsive, fantastic, and individualized. Some signs were comforting to the traveler if they were looking for a chain gasoline station or motel. The evolution of the roadside sign provided the motorist with entertainment while motoring down the highway, guiding them to their next stop.¹⁷²

An essential element of a very complicated environment of buildings, streets, highways and towns; signs made the unknown known. The design and concept of a sign played a significant role in the automobile tourist economy by persuading a motorist to stop and spend the night at one motel over another, or to eat at one place over another. Signs were three-dimensional objects with two-dimensional representative elements. For instance, a sign for a motel with a star might lead a motorist to think that motel was superior over another motel sign without a star. Like the star, signs used design blueprints to determine their forms, ornamentation, proportion and material to communicate their message to motorists. Signs ranged from the economical to the fashionable (see Figure 29).¹⁷³

The origin of the American sign can be credited to Europe where signs hung to indicate the location of a business and type of business. As immigrants traveled to America, signs became part of the American culture and were adapted to meet the needs of local traditions. Signs were practical; they guided people to where they needed to be. In the eighteenth century, signs incorporated images as a way to impart vital

¹⁷¹ Lisa Mahar. *American Signs: Form and Meaning on Route 66*. New York: The Monacelli Press, Inc., 2002, p. 10.

¹⁷² John Margolies and Gwathmey, Emily. *Signs of Our Time*. New York: Abbeville Press, 1993, p. 7-9.

¹⁷³ *Ibid*, p. 12.

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information to those who were illiterate. By the late nineteenth century, words were more universally used to inform people of services offered. Signs were simple in design utilizing black or white colors, and more rectilinear and symmetrical in form. The simplistic approach to the craft of signs continued into the first part of the twentieth century. It was the automobile which transformed the craft of sign making.¹⁷⁴

As more and more automobiles were used for transportation, downtowns were jam-packed with traffic, which triggered businesses to relocate to the highway, including U.S. Route 66. Business owners and sign makers soon discovered the freedom that came with being located on the roadside vs. the confinements of America's downtown layout. The new freedom revolutionized the sign. Signs became free-standing objects, designed in various shapes and sizes. The invention of neon lighting created another element of sign making; it helped businesses be a magnet for the automobile tourist and made the unfamiliar familiar while traveling the highway.¹⁷⁵

Signs along Route 66 in Missouri reflect the culture in which they were created. Over the years, many of the signs fell into disuse, neglect, and some were altered or dismantled; those that linger on the roadside are priceless reminders of automobile tourism and roadside history. Additionally, signs demonstrate the craftsmanship, design traditions, and material culture which helped to promote those businesses that evolved as part of transportation and commerce history on Route 66 in Missouri.

For roadside signs to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce, and/or Criterion C in the area of type, period, or method of construction, they must have been associated with Route 66 in Missouri between 1926 and 1981. Signs must retain integrity of location, design, setting, materials and association for roadside advertising.

Subtype: Roadside Markets

Road markets were as much of a component of Route 66 as were lodging establishments, eateries and gas stations. These markets sometimes called "trading posts" offered the automobile tourist an experience of the local culture through their merchandise. Located at various points along Route 66, these markets offered local crafts and a variety of souvenirs. When local people realized money was being made from out-of-towners who spent their money at gas stations, motels, and diners offering souvenirs for sale, they wanted a piece of the action also. Roadside markets evolved as a direct outcome of transportation and commerce related to automobile tourism.¹⁷⁶

¹⁷⁴ Ibid. p. 13.

¹⁷⁵ Ibid.

¹⁷⁶ Michael Karl Witzel. *Route 66 Remembered*. Osceola, WI: Motorbooks International Publishers & Wholesalers, 1996, p 21.

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Buildings that housed roadside markets could be very plain and simple in design to very flamboyant. Some markets outdid themselves in their signage with colorful large and imaginative signs whether stand alone or painted on the buildings themselves. Other roadside markets used simple signage to coordinate with their vernacular style building. But whatever the choice of building style or signage, the goal was to offer merchandise that delighted – not disappointed – the automobile tourist (see Figure 30).¹⁷⁷

Route 66 in New Mexico and Arizona offered roadside markets selling the wares of local Native Americans. Some markets offered a chance to experience the local reptile life in the area.¹⁷⁸ Along Route 66 from Springfield to Rolla, Missouri, local residents opened roadside markets as a way to make a living. These local markets offered handmade crafts.¹⁷⁹ For one town along Route 66 in Missouri, the trade of the roadside market resulted in the town becoming known for its craft, and few called the town by its official name.¹⁸⁰

The community of Clementine in Phelps County was located along Route 66 in Missouri. Roadside markets offering hand crafted baskets were a common sight in Clementine. Soon the town became known as “Basketville,” consequentially from the craft of hand woven baskets made from white oak strips. While baskets were a major item of handmade crafts sold by roadside marketers like Carl Becker, Henry Childers, Clarence Wells and their families, automobile tourists could also purchase handcrafted chairs and foot stools with basket woven seats. Their crafted products became so popular, basketry became a small industry. Becker went as far as going into the wholesale business, providing baskets to other merchants along Route 66 in Missouri. As a direct outgrowth of the roadside market business, Clementine (Basketville) expanded its number of gasoline stations, grocery stores, and tourist lodging. It was the roadside market that spurred the tourist industry in this community along Route 66 in Missouri. With the development of Interstate 44, however; Basketville was bypassed and the automobile tourism trade was lost.¹⁸¹

Roadside markets experienced a decline by the 1970s as motorist used the interstates for speedy travel. It was the Interstate Highway Act of 1956 which launched this slow down in motorists traveling Route 66 and buying goods at roadside markets. However, a bigger player in the fatality of roadside markets, especially in smaller communities, was Wal-Mart which commandeered the marketplace.¹⁸²

¹⁷⁷ Ibid, 23-26.

¹⁷⁸ Ibid.

¹⁷⁹ Scott, p.69.

¹⁸⁰ John F. Bradbury, Jr. “Baskets? We Got Baskets.” *Show Me Route 66*, Summer 1996, p. 14.

¹⁸¹ Ibid, p. 14-15.

¹⁸² Witzel., p. 35-38

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For roadside markets to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce, and/or Criterion C in the area of type, period, or method of construction, the market must have been associated with Route 66 in Missouri between 1926 and 1981. It must retain integrity of location, design, setting, materials and association for markets.

Significance

Roadside signs and market property types are significant to Route 66 in Missouri for their role in automobile tourism, transportation and commerce. These property types demonstrate the evolution of how businesses developed and grew as a direct result of automobile tourism.

Registration Requirements

To be eligible for listing on the National Register under Criterion A, a property type must retain a clear feeling and association with Route 66 in Missouri during the years of significance, 1926-1981. The property must also comprise sufficient characteristics of historic integrity including location, design, materials, workmanship, feeling, association, and setting. To be eligible for listing on the National Register under Criterion C, the property type must retain significant elements of location, design, materials, setting, workmanship, feeling and association. While these road signs might still be associated with the original building in which they were constructed and designed to promote, or might stand alone if the building has been lost, or have required maintenance over the years, in most instances their fundamental materials, design, setting, feeling, workmanship, association, and location have not changed. A roadside sign can still be eligible for listing if its associated property is lost, if the sign retains integrity. While these roadside markets might still operate in their original function or another function, they have required maintenance over the years. In most instances, their fundamental materials, design, setting, feeling, workmanship, association, and location have not changed. Those property types in this category that are no longer in use and are deteriorated due to natural elements can still be eligible for listing if they retain sufficient integrity to convey the property's period and method of construction as outlined in the registration requirements (detailed below).

Association and Location

Integrity of association necessitates that the property type was part of Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data, like maps, photographs and historic records should be referred to for verification. Eligible roadside signs and markets located on segments which have a slight deviation from the original locations, as in the circumstance of realignment of a diminutive piece of the road segment for better road safety, does not make this property type ineligible.

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Material, Design, and Workmanship

To meet the requirement of integrity for design, materials, and workmanship, the property must retain the physical features that classify it as a roadside sign or roadside market. The physical characteristics include building, original materials, and architectural elements. Alterations to the form and materials may exist as long as the significant architectural elements of the style are retained.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, roadside signs and markets must convey an apparent association with the transportation and commerce traffic along Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data such as maps, photographs, and records should be referred to for verification.

Name of Property Type: Roadside Vernacular Architecture

Description

Along Route 66 in Missouri, especially in the region know as the Ozarks, buildings were constructed that were distinctive to the area. This property type, roadside vernacular architecture, can be defined as buildings constructed from local materials using local building traditions. These vernacular buildings were uncomplicated in form and design. The most common materials used to construct these vernacular buildings were local stone, rock and oak logs.¹⁸³

The vernacular rock buildings that sprinkle the roadside of Route 66 in the Ozark region of Missouri were constructed by amateur masons who were not skilled in the trade of masonry. These local builders used rocks came that directly from the ground. No special handling or process was given to the rocks or stones prior to being used in the construction of a building. By and large, the source for these rocks were found nearby and not transported from elsewhere for the use of building.¹⁸⁴

Subtype: Giraffe Stone or Ozark Rock Buildings

Some vernacular buildings are commonly referred to as “giraffe stone” or “Ozark rock” buildings. In this property type, slabs of stone are laid unsystematically with concrete mortar. The stone slabs vary in size and were usually laid upon a concrete foundation. Acting as a veneer, the stone slabs were laid over wood frame or a concrete wall. The overall appearance when completed was giraffe-like in color and

¹⁸³ Scott, p. 69; Debbie Sheals. “Ozark Rock Masonry in Springfield, CA 1910-1955.” *The Society of Architectural Historians, Missouri Valley Chapter*. Volume XII, Number 2A, Summer 2006, p. 1.

¹⁸⁴ Sheals, p. 1.

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pattern, hence lending this style of vernacular architecture its name. Giraffe stone or Ozark rock buildings are commonly found in the Ozark region of Missouri, hence lending to the name of “Ozark rock.” The style is a reflection of the local traditions and materials used in the building techniques of the region. Giraffe stone or Ozark rock cladding was used in various building styles (see Figure 31).¹⁸⁵

For giraffe stone buildings to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce, and/or Criterion C in the area of type, period, or method of construction, they must be associated with Route 66 in Missouri between 1926 and 1981. Buildings must retain integrity of location, design, setting, materials and association for giraffe stone or Ozark rock architecture.

Subtype: Fieldstone Buildings and Structures

Another style of vernacular buildings and structures generally found in the Ozark region of Missouri along Route 66 are buildings constructed from rock. These buildings or structures utilized locally found fieldstone and limestone. Many buildings, houses or businesses were built using local fieldstone blended with local limestone. Usually, the limestone was applied to trim work for more decorative detail. Some buildings employed the fieldstone with pieces of limestone to create ornamental shapes within the wall surface (see Figure 32). In addition to buildings, fieldstone and limestone were utilized in bridges, barbecue grills and walkways.¹⁸⁶

For fieldstone buildings and structures to be eligible for listing on the National Register under Criterion A in the area of transportation and commerce, and/or Criterion C in the area of type, period, or method of construction, they must have been associated with Route 66 in Missouri between 1926 and 1981. Properties must retain integrity of location, design, setting, materials and association for fieldstone buildings and structures.

Significance

These roadside vernacular architectural property types are significant to Route 66 in Missouri for their role in automobile tourism, transportation and commerce. These property types demonstrate the evolution of how businesses developed and grew as a direct result of automobile tourism. In addition, this property type serves as a lasting and vital connection to a very unique type of vernacular architecture found in Missouri along Route 66.

¹⁸⁵ Scott, p. 69; Sheals, p 5.

¹⁸⁶ Sheals, p. 7.

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Registration Requirements

To be eligible for listing on the National Register under Criterion A, a property type must retain a clear feeling and association with Route 66 in Missouri during the years of significance, 1926-1981. The property must also comprise sufficient characteristics of historic integrity including location, design, materials, workmanship, feeling, association, and setting. To be eligible for listing on the National Register under Criterion C, the property type must retain significant elements of location, design, materials, setting, workmanship, feeling and association. While roadside vernacular architecture buildings and structures might still operate in their original function or another function, they have required maintenance over the years. In most instances, their fundamental materials, design, setting, feeling, workmanship, association, and location have not changed. Those property types in this category that are no longer in use, and have deteriorated due to the natural elements, can still be eligible for listing if they retain sufficient integrity to convey its time, period and method of construction as outlined in the registration requirements (detailed below).

Association and Location

Integrity of association necessitates that the property type was part of Route 66 in Missouri during the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not a former or later alignment, historical data, like maps, photographs and historic records should be referred to for verification. Eligible roadside vernacular architecture located on segments which have a slight deviation from the original locations, as in realignment of a diminutive piece of the road segment for better road safety, does not make this property type ineligible.

Material, Design, and Workmanship

To meet the requirement of integrity for design, materials, and workmanship, the property must retain the physical features that classify it as roadside vernacular architecture. The physical characteristics include building, original materials, and architectural elements. Alterations to the form and materials may exist as long as the significant architectural elements of the style are retained.

Feeling and Setting

To meet the requirement of integrity for feeling and setting, roadside vernacular architecture must convey an apparent association with the transportation and commerce traffic along Route 66 in Missouri in the years of significance, 1926-1981. To authenticate that a property is associated with historic Route 66 and not former or later alignment, historical data, like old maps, old photographs, and records should be referred to for verification.

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G. GEOGRAPHICAL DATA

Route 66 in Missouri includes all of the routes/alignments that were utilized from 1926 through 1981. Route 66 extends (east to west) through St. Louis (Independent City) and the counties of St. Louis, Franklin, Crawford, Phelps, Pulaski, Laclede, Webster, Greene, Lawrence, Jasper and Newton (Missouri). The alignment includes all three St. Louis bridge crossings (Chain of Rocks, McKinley, and Municipal Bridges), as well as the road's re-alignments that occurred during the 1930s – 1950s. Though portions of Route 66 are today used as frontage and/or local bypass routes, these alignments are considered as part of the road's historic landscape.

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H. SUMMARY OF IDENTIFICATION AND EVALUATION METHODS

The Route 66 in Missouri Multiple Property Documentation Form (MPDF) was completed utilizing the results of the “Route 66 in Missouri Survey and National Register Project” completed in 2003 by Becky L. Snider and Debbie Sheals. Also integral to the documentation of Missouri’s Route 66 MPDF contexts was the National Park Service’s “Route 66 Corridor National Historic Context Study” completed by Michael Cassity in 2004. These two documents guided the overall preparation of the MPDF.

Additional resources utilized in preparation of the MPDF are noted in **Section I, Bibliography**, which follows. Of much assistance were past issues of *Show Me Route 66* published by the Route 66 Association of Missouri. General road history, including that of the Good Roads Movement in Missouri, was supplemented by studies completed by road historians Martha Carver (Tennessee Department of Transportation) and Richard F. Weingroff (Federal Highway Administration). Also of great benefit to the authors was the online Route 66 postcard collection of St. Louis historian, Joe Sonderman.

A few property types/subtypes were added to the MPDF that were not individually listed in the Missouri Route 66 survey (2003). Examples include caverns (as a subtype for roadside attractions) and roadside signs (as a property type). Some properties, such as caverns, were not located alongside Route 66. These attractions were advertised through signs and travel guides, such as *Missouri – the WPA Guide to the “Show Me” State* (published in 1941). Signs, advertising media, and travel guides are not only useful for understanding what drew tourists to Route 66 in Missouri – but also for interpreting what types of attractions utilized Route 66 to promote their services. Lisa Mahar’s *American Signs: Form and Meaning on Route 66* (published in 2002) provides additional framework for evaluating the historical significance of signs along Route 66. Signs and roads cannot be dissected if we hope to understand American iconography as it relates to Route 66. Additional resources that assisted in guiding the development of Section F (Property Types) were a number of Route 66 National Register nominations and multiple property documents completed for other states, particularly Illinois and New Mexico.

Repositories utilized/accessed during the course of completing this study included the Missouri Historical Society (St. Louis), State Historical Society of Missouri (Columbia), St. Louis Public Library, St. Louis County Library Headquarters (Ladue), Cape Girardeau Public Library (Cape Girardeau), and Southeast Missouri State University (Cape Girardeau).

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Figure 1. Dorsey Shackelford (1853-1936). Missouri State Senator, 1889-1919; Chairman of the House Committee on Roads, 1913-1918. Library of Congress online(<http://bioguide.congress.gov/scripts/biodisplay.pl?index=S000274>).



Figure 2. Cyrus Avery, 1927. Available at "Route 66: The main stream of American website (<http://xroads.virginia.edu/~UG02/carney/avery.html>).

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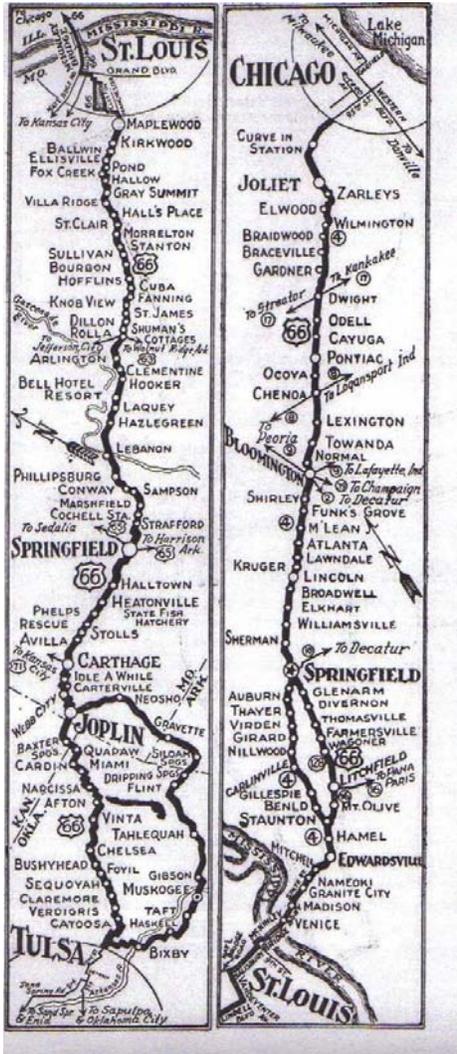


Figure 3. Route 66 in Missouri (left) and Illinois (right).
AAA Map, 1926.

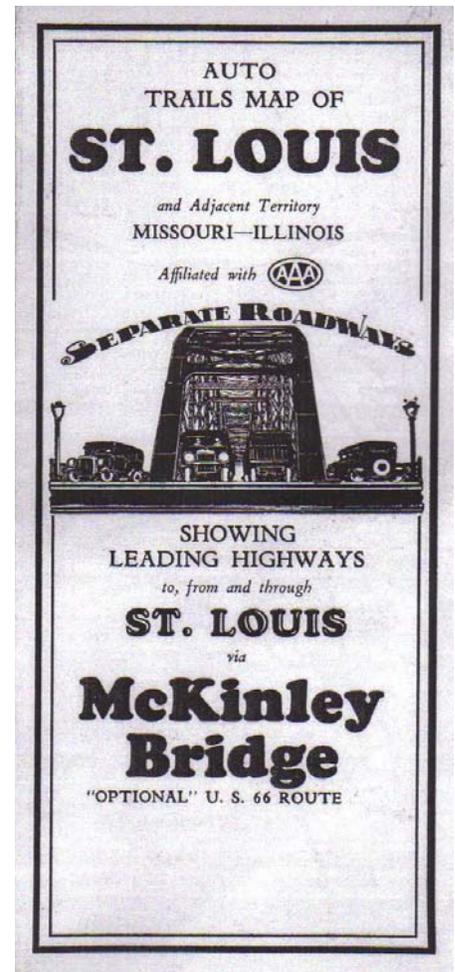


Figure 4. Route 66 in St. Louis via the
McKinley Bridge, AAA Map, 1929

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Figure 5. Chain of Rocks Bridge, view is northeast, 1989. HABS/HAER collection, Library of Congress.

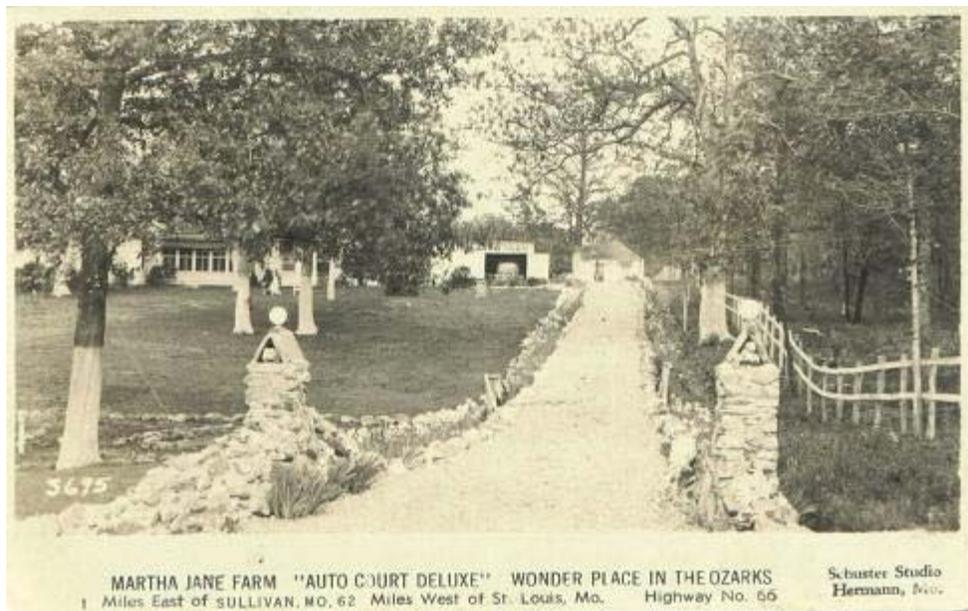


Figure 6. Martha Jane Farm Auto Court (probably in Crawford County) near Sullivan, Missouri. Example of a typical 1920s-era tourist home along Route 66 in Missouri. Joe Sonderman postcard collection.

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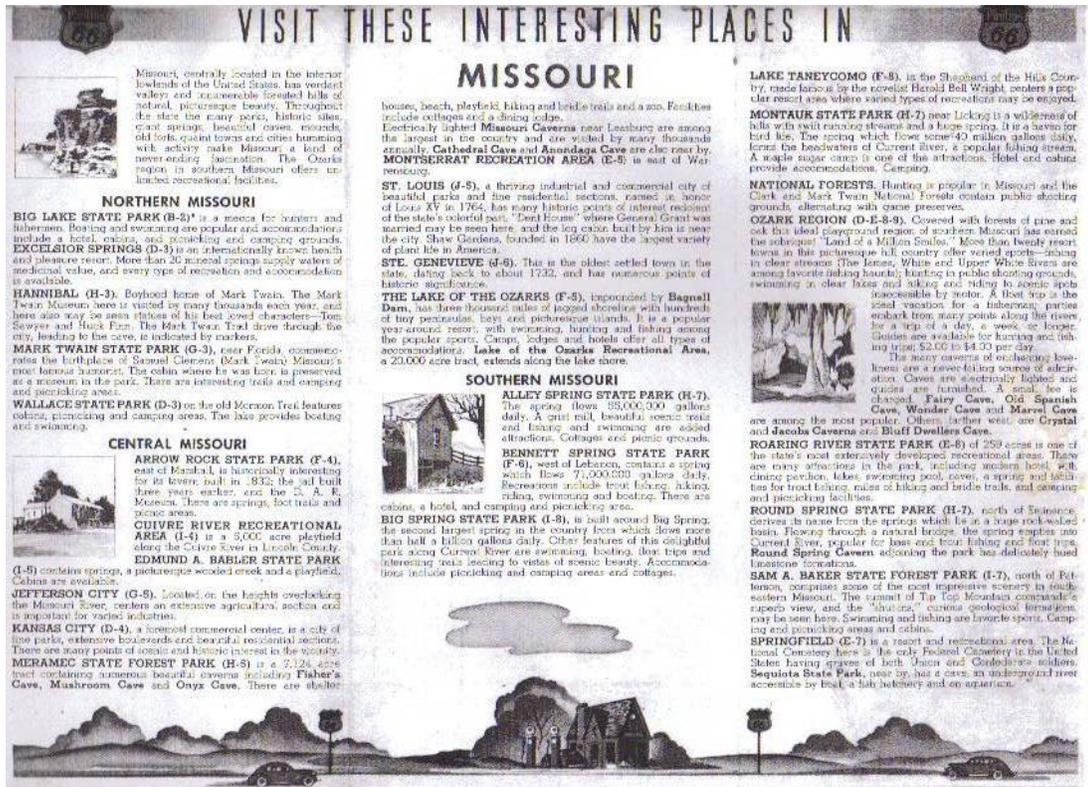


Figure 7. Phillips 66 Map of Missouri, 1941.

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Figure 8. Dorothea Lange, photographer. "Missouri family of five, seven months from the drought area. (Vicinity of Tracy, Calif., U.S. Highway 99)." Feb. 1937. Reproduction number: LC-USF342-16456, Library of Congress.

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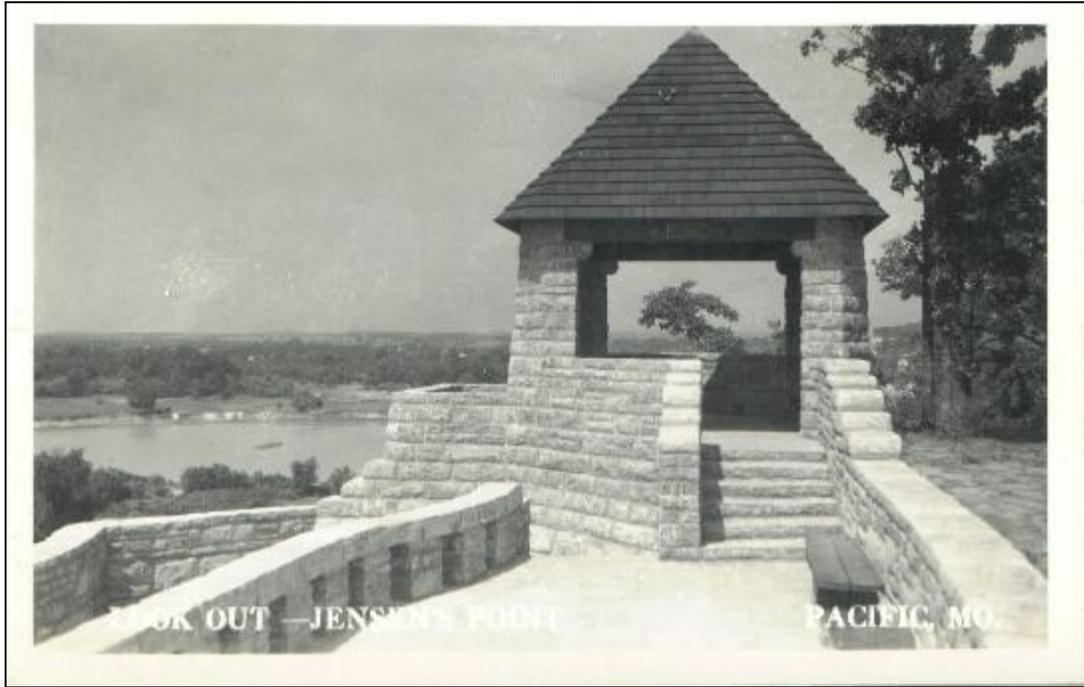


Figure 9. Jensen Point Lookout, a CCC project located on Route 66 near Pacific. Joe Sonderman Route 66 postcard collection.



Figure 10. Bourbon Lodge (Crawford County), constructed in 1932 on Route 66. Joe Sonderman postcard collection.

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Figure 11. Ground-breaking ceremony, August 2, 1956, for what is currently I-44 in Laclede County, Missouri. Note Route 66 along the right side of the photograph (Image available at: <http://www.modot.org/interstate/>).



Figure 12. Interstate 44 (I-44) prior to its opening in 1966. I-44 replaced Route 66 in Missouri. Photo available at: <http://www.modot.org/interstate/MissourisInterstateHistory.htm>.

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Figure 13. Devil's Elbow Bridge and Route 66, Pulaski County. Photo available at: <http://www.theroadwanderer.net/66Missouri/elbow.htm>.



Figure 14. Image of Interstate 44 in Missouri shortly after it opened in 1966. Note the sign that indicates the interstate and Route 66 numbering. Photo available at: <http://www.modot.org/interstate/AlbumPhotos.htm>.

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Figure 15. Route 66 sign near Joplin (Jasper County) that illustrates the resurgence of the Mother Road after its decommissioning in 1985 and Joplin's use of the original road numbering system.

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Figure 16. Route 66 postcard collection, Joe Sonderman collection.

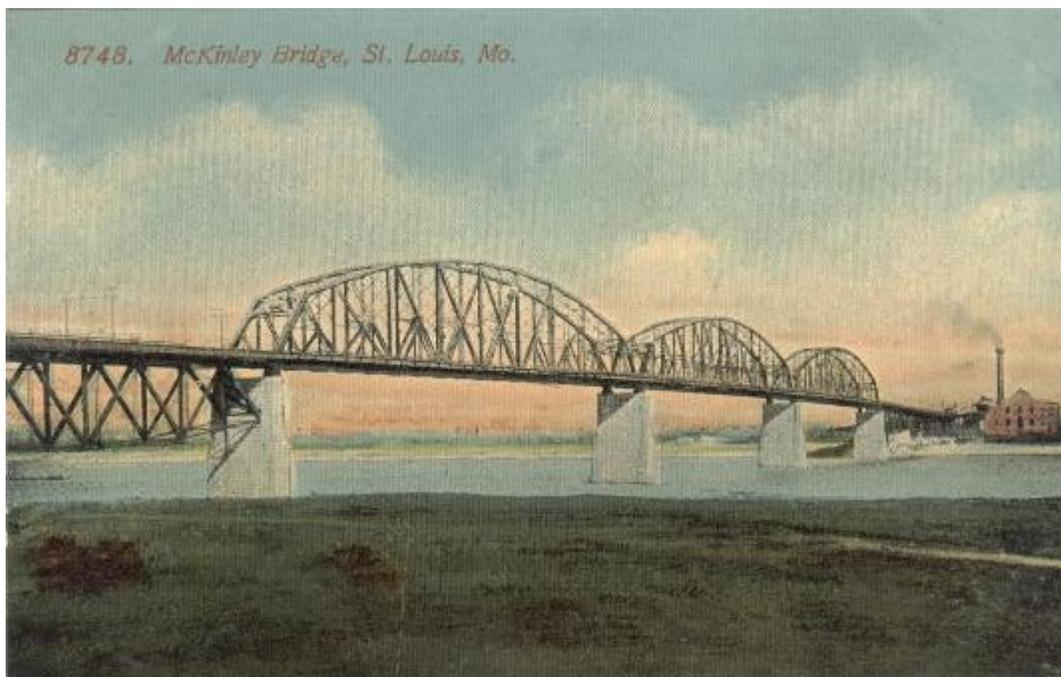


Figure 17 McKinley Bridge, St. Louis, Missouri. Example of a Pennsylvania (Petit) Truss Bridge, along Route 66 in Missouri. Joe Sonderman postcard collection.

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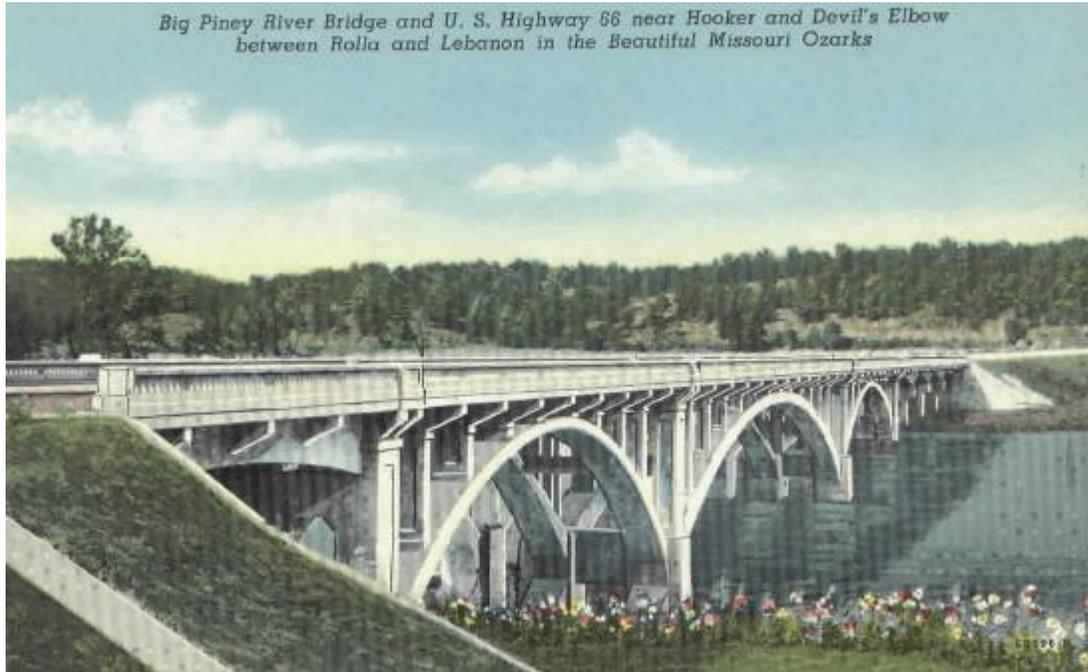


Figure 18. Big Piney River Bridge over the Piney River. Example of a concrete open spandrel arch bridge along Route 66 in Missouri. Joe Sonderman postcard collection.



Figure 19. Log City Camp Gas Station, Avilla, Missouri. Example of a curbside gasoline station along Route 66 in Missouri. (Source: Quinta Scott. *Along Route 66*. Norman: Univ. of Oklahoma Press, 2000, p.98).

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Figure 20. Bill's Station, Phelps, Missouri. Example of house-type gasoline station along Route 66 in Missouri. (Source: Quinta Scott. *Along Route 66*. Norman: Univ. of Oklahoma Press, 2000, p.97).



Figure 21. Cabin at Log City Camp, outside of Carthage, Missouri. Example of a typical cabin along Route 66 in Missouri. Joe Sonderman postcard collection.

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Figure 22. Fenix Motel, Joplin, Missouri. Example of a typical motel along Route 66 in Missouri. Joe Sonderman postcard collection.



Figure 23. Hotel Edwin Long, Rolla, Missouri. Example of a hotel along Route 66 in Missouri. Joe Sonderman postcard collection.

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Figure 24. Boots Drive-in, Carthage, Missouri. Example of a drive-in located along Route 66 in Missouri. Joe Sonderman postcard collection.



Figure 25. The Owl Café, Waynesville, Missouri. Example of a café along Route 66 in Missouri. Joe Sonderman postcard collection.

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Figure 26. The Diamonds Restaurant, Villa Ridge, Missouri. Example of a restaurant along Route 66 in Missouri. Joe Sonderman postcard collection.



Figure 27. Onondaga Cave, Leasburg, Missouri. Example of a cavern along Route 66 in Missouri. Joe Sonderman postcard collection.

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Figure 28. Barn, Bourbon, Missouri. Example of a roadside barn advertising Onondaga and Meramec Caverns along Route 66 in Missouri (Source: Quinta Scott, *Along Route 66*. Norman: University of Oklahoma Press, 2000, p.71).



Figure 29. Gardenway Motel, Gray Summit, Missouri. Example of a road sign along Route 66 in Missouri. (Source: Lisa Mahar. *American Signs: Form and Meaning on Route 66*. New York: The Monacelli Press 2002, p.133).

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Figure 30. The Mule Trading Post, Pacific, Missouri. Example of a typical roadside market along Route 66 in Missouri. Joe Sonderman postcard collection.

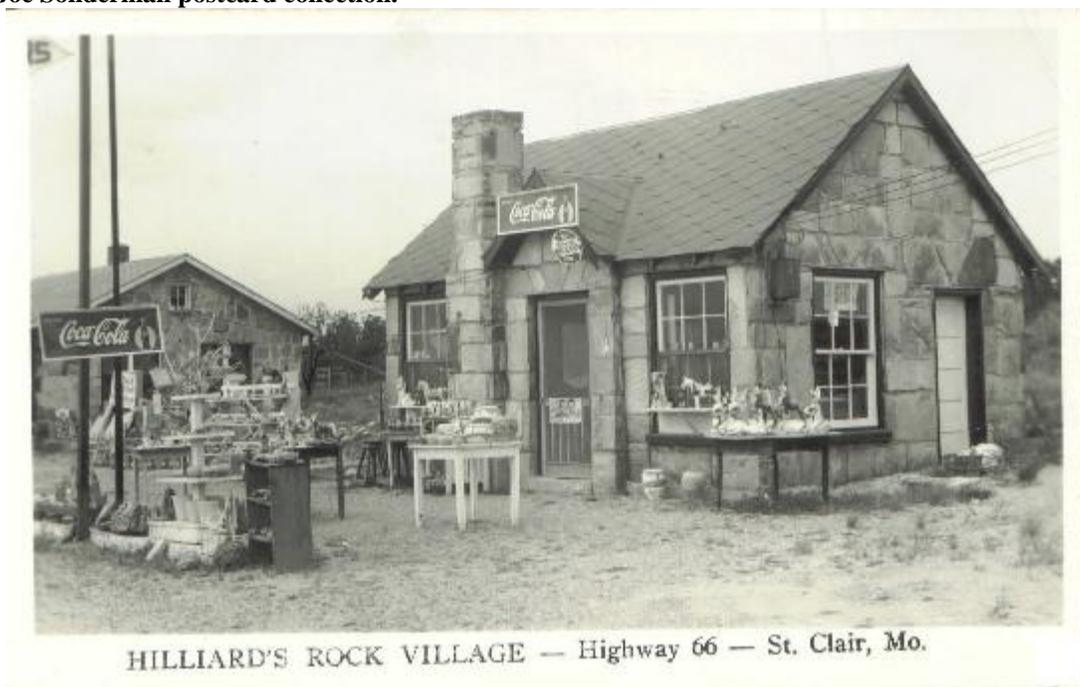


Figure 31. Hilliard's Rock Village, St. Clair, Missouri. Example of Giraffe Stone Vernacular Architecture along Route 66 in Missouri. Joe Sonderman postcard collection.

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Figure 32. Shamrock Motel and Café (1945), Sullivan, Missouri. Example of Fieldstone Vernacular Architecture along Route 66 in Missouri. (Source: Quinta Scott. Along Route 66. Norman: Univ. of Oklahoma Press, 2000, p.72).