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UNITED STATES DEPARTMENT OF THE INTERIOR

National Park Service

National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting property groups relating to one or several historic contexts. See instructions in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items

X New Submission _____ Amended Submission

A. Name of Multiple Property Listing

U.S. Highway 66 in California

B. Associated Historic Contexts

1. Development of U.S. Highway 66 in California, San Bernardino and Los Angeles Counties, California, 1926-1974
2. U.S. Highway 66 as a Migratory Route, San Bernardino and Los Angeles Counties, California, 1926-1974
3. Auto and Tourism Businesses on U.S. Highway 66, San Bernardino and Los Angeles Counties, California, 1926-1974
4. Recreation and U.S. Highway 66, San Bernardino and Los Angeles Counties, California, 1926-1974

C. Form Prepared by

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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 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation.

(_____ See continuation sheet for additional comments.)

Signature and title of certifying official | Date

State or Federal Agency or Tribal government

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 | Date of Action

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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 application 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 the 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 Reduction Project (1024-0018), Washington, DC 20503.

E. Statement of Historic Contexts

EXECUTIVE SUMMARY

Introduction

U.S. Highway 66 in California, more commonly known as "Route 66," is the western terminus of an early cross-country highway that extended from Chicago, Illinois, to Santa Monica, California.[1] Established in 1926, U.S. Highway 66 was part of the first nationally designated highway system and was one of 13 original U.S. Highways designated in California. It was one of three Southern California east-west highways that extended from the Colorado River to the Pacific Coast.

Areas of Significance

The history and development of U.S. Highway 66 in California represents important themes under the following National Register of Historic Places (National Register) areas of significance: Transportation, Engineering, Social History, Commerce, Entertainment/Recreation, and Architecture. This Multiple Property Documentation Form (MPDF) provides historic context related to these areas of significance and identifies the important themes for which U.S. Highway 66 derives significance under the National Register Criteria for Evaluation. It also describes the associated property types that have an important association under each historic context and U.S. Highway 66 for listing in the National Register.

Associated Historic Contexts

Development of U.S. Highway 66 in California, San Bernardino and Los Angeles Counties, California, 1926-1974
The route is significant under *Criterion A* and *Criterion C* as a representative example of important state and local trends in twentieth century transportation development and highway design and construction. U.S. Highway 66 had its origins in one of the earliest cross-country automobile routes (the National Old Trails Road) to be widely publicized and signed before being designed as one of 13 U.S. Highways in California. Subsequent efforts by state, county, and municipal groups are representative of important planning and development trends in state transportation efforts to provide a corridor into Los Angeles from the eastern border of the state. Portions of the route continue to convey a sense of time and place of an earlier era of highway travel prior to the construction of Interstate Highways, and the challenges faced by motorists in crossing expanses of desert and high mountain passes on their way to Los Angeles.

U.S. Highway 66 demonstrates a number of major innovations in highway design and methods of construction, and exemplifies solutions to complex highway engineering challenges. In the 1920s and early 1930s important

[1] The official designation of the route is U.S. Highway 66. Popular interest in the route, particularly in the last several decades, has resulted in the shortened reference of "Route 66" to the highway. The historical name of the route used in the MPDF corresponds to its official designation within the U.S. Highway System (see the Transportation historic context) during the heyday of its use.

innovations in desert highway construction were developed in portions of the route in the Mojave Desert to adapt to the conditions of sand, lava, and drainage. Urban improvements U.S. Highway 66 in California included one of the first four-lane divided highways in California (Foothill Boulevard in Claremont, Los Angeles County) and the first limited access freeway in the Western United States (Arroyo Seco Parkway connecting Los Angeles and Pasadena in Los Angeles County). U.S. Highway 66 was in the forefront of important transitions in highway design and construction that subsequently became ubiquitous in California and across the nation in the decades following World War II.

U.S. Highway 66 as a Migratory Route, San Bernardino and Los Angeles Counties, California, 1926-1974
U.S. Highway 66 played an important role as a migratory route that facilitated large population shifts from the East, Midwest, and Southwest into Southern California. From the time of its designation as a part of the U.S. Highway system in 1926, U.S. Highway 66 served as a main route for those seeking a warmer climate in the 1920s Sunshine Migration; jobs in agriculture and industry in the midst of the Great Depression during the 1930s; and employment in the defense industries leading up to and during World War II and during the postwar period. These migrations made this part of the country, particularly Southern California, one of the fastest growing parts of the country in the first half of the twentieth century. These waves of western migration were important in reshaping California, especially Southern California and the Los Angeles basin, in terms of demographics, culture, and growth, and thus represent a significant trend under *Criterion A: Social History*.

Auto and Tourism Businesses on U.S. Highway 66, San Bernardino and Los Angeles Counties, California, 1926-1974
U.S. Highway 66 in California facilitated commercial development along the route in two different environments. Outside the Los Angeles basin and largely contained within San Bernardino County, businesses catering to migrants and tourists developed along the highway to provide needed goods and services. Local economies included small-scale mining and farming, and commercial development occurred to support local needs for goods and services. However, the presence of the highway led to substantial numbers of restaurants, motels, tourist courts, service garages, gas stations, and other tourist and auto businesses in direct response to traffic along the route. In the urban Los Angeles basin roughly contained within Los Angeles County, commercial development along the route served the traveling public along U.S. Highway 66, which become more dispersed as migrants and tourist reached the end of the route, and also provided goods and services to the large numbers of local residents. In both environments, the pattern of commercial development seen in auto and tourism businesses due to their close proximity to U.S. Highway 66 provides an important representation of the commercial development trend under *Criterion A*: *Commerce*.

Recreation and U.S. Highway 66, San Bernardino and Los Angeles Counties, California, 1926-1974
U.S. Highway 66 in California played an important role in the development of travel stops and recreational destinations in areas the route passed. Beginning in the late 1890s tourism was one of California's major industries. Noted for its scenic diversity, sanguine climate, recreational and outdoor opportunities, and its movie industry, Southern California was a major tourist destination actively promoted by auto clubs, chambers of commerce, local booster groups, and the hotel and motel industry. U.S. Highway 66 in California served as an

important tourist route that in turn facilitated the growth and development of destinations of entertainment and recreation, some of which were directed toward the traveling public along U.S. Highway 66. Promotional activities and boosterism that served to entice travelers to Southern California and the role U.S. Highway 66 played to facilitate the growth as embodied in travels stops and recreational attractions and destinations in areas the route passes may be representative of important events under *Criterion A: Entertainment/Recreation*.

Under this MPDF, a property that has a direct association with one or more of the historic contexts above may also be significant under *Criterion C: Architecture* for possessing high artistic value or as a representative example of its type.

Period of Significance

The period of significance for U.S. Highway 66 in California begins in 1926 when the route was designated as a U.S. Highway and extends to 1974 when the last portion of the route was bypassed by Interstate 40 (I-40), I-15, I-10, and I-210, marking the end of the route's heyday of use as a U.S. Highway in California. The period of significance represents the designation, subsequent growth, and heyday of use as a major transportation corridor. Individual properties nominated under this MPDF will have their own defined period of significance determined by the specific criterion under which they derive significance and their period of association with U.S. Highway 66. [2]

Development of U.S. Highway 66 in California, San Bernardino and Los Angeles Counties, California, 1926-1974

Introduction

Prior to the twentieth century, rail was the preferred method of transportation while the country's road system was based on trails and wagon routes. A system of roads developed haphazardly based on routine travel and the continued use of earlier trails and wagon routes. The movement of farmers to transport crops to market often resulted in little more than ruts from rural areas into communities. Through the efforts of citizen groups and local and state governments, these trails evolved into a regional and national network of highways during the twentieth century.

[2] Official decommissioning and removal from the U.S. Highway System often lagged far behind the actual bypass of the highway by Interstate Highways. As such, the date of decommissioning in some cases provides an arbitrary basis in establishing the ending date for the period of significance for particular segments of the route. Although decommissioning is important, the date a particular segment was bypassed by new and larger east-west transportation corridors serves to signal the end of the route's heyday of use and can be a more accurate indicator of the end of the period of significance. As individual properties are researched and nominated, intensive-level research should document when a particular segment was bypassed to establish an appropriate period of significance, which may or may not correspond to the decommissioning date.

The influence of the railroad

The alignment of U.S. Highway 66 in California, especially through the Mojave Desert, can be traced back to surveys completed for the construction of the second transcontinental railroad.[3] Following completion of the first transcontinental railroad, with its western terminus in Oakland, railroad lines began extending southward to other cities such as Los Angeles and San Diego. Immigration, agriculture, and industrial growth fueled the rapid expansion of railroad networks in the last several decades of the nineteenth century. Railroad lines were extending westward from the Midwest and southern states toward California, including the Southern Pacific Railroad segment across the Mojave Desert from Arizona.[4] In 1885 the Atchison Topeka and Santa Fe Railway company constructed a segment westward from the Los Angeles basin over the Cajon Pass to Barstow to connect with the Southern Pacific's line, which had been extended to Barstow from the Colorado River a couple years earlier. By 1897 both segments were owned by the Atchison Topeka and Santa Fe.[5] With this connection, this railroad extended westward from Needles, through Barstow and San Bernardino, and terminated in Los Angeles, along an alignment that U.S. Highway 66 would eventually follow through California.

Railroad routes were carefully selected to follow contours of the land and to avoid steep grades.[6] As the railroad was built across Southern California, particularly through the Mojave Desert, communities typically developed every 15 to 20 miles along the route to provide services such as water to replenish steam engines. In between the communities, railroad sidings, or short segments of auxiliary tracks used for trains to pass one another and for freight loading and unloading to occur, were often established to provide additional water stops and section houses to provide for railroad maintenance crews.[7]

Good Roads Movement and promotion of road development

In response to the poor condition of the nation's road system, the "Good Roads Movement" emerged in 1880. The popularity of the bicycle later followed by the introduction of the automobile in the early 1900s raised public awareness of the need for an adequate road network. Interest groups began pressuring the federal government to reevaluate its role in the development of roads. A group of bicyclists organized the League of American

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[3] In many parts of the country, including parts of California, rivers and canals were the first antecedents to the routes of early highways. This trend is true in California in coastal areas where shipping routes were well developed in the nineteenth century; however, since the route of U.S. Highway 66 is not proximate to waterways, this was not a factor.

[4] Matt C. Bischoff, *Life in the Past Lane. The Route 66 Experience. Historic and Management Contexts for the Route 66 Corridor in California. Volume II The Metropolitan Section (Cajon Pass to Santa Monica)*, (Tucson, Ariz.: Statistical Research Inc., at press), 29; "The History of BNSF: A Legacy for the 21st Century," *Railway: The Employee Magazine of the Burlington Northern Santa Fe Corporation,* http://www.bnsf.com/about-bnsf/our-railroad/company-history/pdf/hist_overview.pdf (accessed 20 October 2010), 19.

[5] Bischoff, Vol. II, 29.

[6] Bischoff, Vol. II, 29.

[7] Matt C. Bischoff, *Life in the Past Lane. The Route 66 Experience. Historic and Management Contexts for the Route 66 Corridor in California. Volume I Route 66 in the California Desert*, (Tucson, Ariz.: Statistical Research Inc., 2005), 44.

Wheelmen, founding the first of many organizations to promote road improvements as part of the Good Roads Movement. With the motto "lifting our people out of the mud," the League of American Wheelmen and other advocates of the Good Roads Movement, such as automobile clubs, lobbied the federal and state governments for road building and maintenance activities.[8]

Numerous national, state, and local groups were involved in road promotion through the National Good Roads Association, chapters of which sprang up in numerous locations across the country, including California. The Sacramento chapter, in conjunction with the newly established State Highway Commission, created "good road" models for display at the 1916 State Fair. Another chapter, the Inyo Good Roads Club, organized auto caravans across the state to publicize the need for better roads, while the Mojave County Good Roads Boosters lobbied for roads in Needles.[9] The Automobile Club of Southern California (ACSC), founded in 1900, while not a chapter of the National Good Roads Association, also supported good roads, although its focus was primarily on improving streets and boulevards within the Los Angeles area. In 1908 the ACSC was instrumental in supporting Los Angeles County's first successful bond issue for better roads in the urban area.[10]

The movement's goal was hard surfaced roads, either through the use of macadam, bituminous macadam, or concrete. Despite the efforts of the movement and highway agencies, only 154,000 of the country's more than two million miles of road were improved (hard surfaced) by 1904.[11] As efforts continued across the country, the total stood at 257,000 miles by 1916.[12] California contained 4,359 miles of improved roads by 1914, and an additional 5,641 miles of graded and graveled roads.[13]

Good Roads groups worked with organizations promoting named trails, the combined efforts of which resulted in a "confusing jumble" of road names and routes by 1925, when the federal government established a numbered national highway system. Among the "jumble," noted by transportation historian Richard Weingroff, was the National Old Trails Road/Ocean-to-Ocean Highway. Established in 1911 through the efforts of the Missouri Old Trails Association and the Santa Fe Old Trails Association, the National Old Trails Road/Ocean-to-Ocean Highway Association held its first convention in Kansas City. In 1912 there were competing routes for the

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[8] George E. Koster, *A Story of Highway Development in Nebraska* (Lincoln: Department of Roads, 1997), 7 and 11, John Jakle and Keith A. Sculle, *Motoring, the Highway Experience in America* (Athens: University of Georgia, 2008), 9-12.

[9] Peter Hugill, "Good Roads and the Automobile in the United States, 1880-1929," *Geographical Review* 72, No. 3 (July, 1992), 327-349; research did not reveal other chapters of the National Good Roads Association in Southern California preceding the designation of U.S. Highway 66.

[10] Allen Davis, *The Friend of All Motorists: The Story of the Automobile Club of Southern California Through 65 Years, 1900-1965* (Los Angeles, Automobile Club of Southern California, 1967), 32

[11] Bruce Seely, *Building the American Highway System: Engineers as Policy Makers* (Philadelphia: Temple University Press, 1987), 9 and 24.

[12] Seely, 24.

[13] Learn California, California State Archives, http://www.learncalifornia.org (accessed 3 November 2010).

designation of the National Old Trails Road, one that roughly followed what would become U.S. Highway 66 through Needles and Barstow to Los Angeles and a more southerly route that ended in San Diego. The National Old Trails Road/Ocean-to-Ocean Highway Association deferred making a final routing decision until 1913 at its second convention. During 1912 the Mojave County Good Roads Boosters in Needles lobbied heavily for the route to pass through its town, publishing articles claiming superior road conditions and the availability of fine accommodations in the form of Harvey Houses in Needles, Barstow, and San Bernardino. Aiding the effort was a visit from O.K. Parker, of the ACSC, who was mapping the area. As a result of the visit from Parker and the boosterism by Needles, the ACSC agreed in December 1912 that the route from Needles to Los Angeles would be included in the road maps of the Club. This routing ignored the "ocean-to-ocean" alignment that had been promoted by the San Diego contingent and led to the National Old Trails Association dropping the Ocean-to-Ocean part of its name.[14] The adopted National Old Trails Road was transcontinental and linked former wagon roads rooted in the Old Cumberland Trail, also known as the National Road, in the Eastern U.S. to Los Angeles.[15] In California, the National Old Trails Road generally followed the route established by the surveys for the railroad that extended from Needles through Barstow and San Bernardino to Los Angeles.[16]

The route of the National Old Trails Road was designated between 1911 and 1914, with the California portion designated last.[17] The National Old Trails Association was successful in securing public funding for the road, and by 1914 approximately $2 million had been spent nationally on improvements.[18] The ACSC, which had become a large and influential promoter of automobile travel, undertook the endeavor to signpost the National Old Trails Road between Southern California and Kansas City to facilitate travel to the 1915 Panama Pacific International Exposition in San Francisco and the Panama California Exposition in San Diego.[19] Much of the National Old Trails Road was unimproved or in poor condition through the 1910s and into the 1920s.

Early roadway development in the United States and California through 1930

Beginning in the late nineteenth century, federal and state governmental agencies began to work cooperatively to build a more comprehensive and integrated transportation system in the country. The development of federal and state transportation agencies resulted in a complex structure of federal and state funding and legislation, which

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[14] Richard F. Weingroff, "U.S. Route 80: The Dixie Overland Highway;" Michael Cassity, *Route 66 Corridor National Historic Context Study*, (Santa Fe, N.M.: National Park Service, 2004), http://www.nps.gov/history/rt66/HistSig/CompleteContext.pdf, 11.

[15] Bischoff, Vol. II, 30; Richard F. Weingroff, "The National Old Trails Road: Part 1: The Quest for a National Road," http://www.fhwa.dot.gov/infrastructure/trails.cfm (accessed 6 October 2010).

[16] Bischoff, Vol. II, 30-31.

[17] Bischoff, Vol. II, 31.

[18] Michael Cassity, *Route 66 Corridor National Historic Context Study*. Prepared for National Park Service Route 66 Corridor Preservation Program, 2004. Unpublished manuscript, http://www.nps.gov/history/rt66/HistSig/CompleteContext.pdf, 30.

[19] Weingroff, "The National Old Trails Road: Part 1: The Quest for a National Road;" Cassity, 30.

governed the development of highways in California and other states across the nation. Until the establishment of the U.S. Highway system in the 1920s, road promoters such as the National Good Roads Association heavily influenced this work while local government was responsible for the development and maintenance of roads, such as efforts by San Bernardino County in the Mojave Desert portion of the route.[20]

The federal government formally became involved in roads in 1893 with the formation of the Office of Road Inquiry within the United States Department of Agriculture. The engineers within the Office of Road Inquiry worked with the Good Roads Movement, and the office evolved into a central source of technical road-related information. The Office of Road Inquiry collected data and released bulletins and circulars addressing road construction and administrative issues.[21] In 1899 it was renamed the Office of Public Road Inquiry and continued with technical and promotional efforts to improve roads.[22] One effort was to develop a materials testing laboratory to test samples and identify suitable road materials. In 1905 the Office of Public Roads was created by the passage of the Agriculture Appropriations Act, which terminated the Office of Public Road Inquiry and established a permanent federal road agency with an annual budget of $50,000.[23]

The California State Bureau of Highways (Bureau) was established in 1895, becoming just the nation's second state highway department behind Massachusetts in 1893.[24] California was at the forefront of establishing a state transportation agency, creating the Bureau to inventory existing roads and make recommendations for a system of state roads. In 1902 the state constitution was amended to allow the state legislature to establish a system of state highways consistent with the Bureau's recommendations. Soon after the constitutional amendment, the Bureau began a program of designation, with the first state highway designated between Placerville and Lake Tahoe, later to become U.S. Highway 50.[25] During these early years, the state legislature changed the name and administrative location of the organization several times, often enhancing its mandated functions at the same time. A few years after its creation, the Bureau's name was changed to the Department of Highways. In 1907 it then ceased to be an independent entity and was placed under the State Department of Engineering, which

[20] Richard F. Weingroff, "From Names to Numbers: The Origins of the U.S. Numbered Highway System," http://www.fhwa.dot.gov/infrastructure/numbers.cfm (accessed 15 November 2010), n.d., n.p.; Roger Hathaway, *What's In a Name? Or The Typonymy of Route 66 Between Danby and Bagdad, California* (2007), and *The Late 'Prehistory' of Route 66 in the California Mojave Desert* (2001), unpublished papers.

[21] Seely, 9.

[22] Seely, 16-17.

[23] William Kaszynski, *The American Highway* (Jefferson, N.C.: McFarland & Co., Inc., 2000), 30.

[24] Seely, 12-13, 22.

[25] California Highways, "Chronology of California Highways," www.cahighways.org/chrphas.html (accessed 7 October 2010). This is now part of U.S. Highway 50.

oversaw both transportation and water engineering.[26] Finally, in 1921 the state legislature created the Department of Public Works, which included an appointed State Highway Commission, a policy making body, and a new Division of Highways to carry out design, construction, and maintenance and administer federal funds until 1973, when it became the California Department of Transportation (Caltrans).

During the 1910s and 1920s, California developed its own funding base for road construction. Beginning in 1909 the State of California passed a series of Highway Bond Acts to finance road construction and maintenance throughout the state.[27] In 1914 the state passed an act that required the registration of all motor vehicles and the payment of a fee. This fee provided a permanent source of revenue, a portion of which went to highway construction. Bonds issued in 1915 and 1916 provided additional funds, and the state passed a larger bond for $40 million in 1919.[28] Most importantly, in 1923 the state approved a two-cent-per-gallon gas tax.[29] The resulting funds were split, with half going to maintenance and reconstruction of state highways and the other half to counties for improvement of their roads.[30]

In the first decades of state transportation administration, the majority of state highway funding was expended in Northern California. The Division of Highways and its predecessors made an early and important link between transportation and tourism in the state's economy, and many highway designations and improvements were selected to create better access to tourist attractions and recreational areas. In 1905 the California Legislature passed an act "to construct a public highway from General Grant Park to the King's River Canyon," a route it declared a state highway in 1909. In that same year, the California Legislature authorized the construction of segments of the Pacific Coast Highway (Legislative Route Number [LRN] 1, later U.S. 101) through the Avenue of Giants.[31]

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[26] California Department of Transportation, "Important Events in Caltrans History," http://www.dot.ca.gov/hq/paffairs/about/cthist.htm (accessed 6 October 2010).

[27] California Department of Transportation, "Important Events in Caltrans History."

[28] Bischoff, Vol. I, 33.

[29] The state passed a series of Gas Tax Acts beginning in 1923 that provided a major source of funding for the California Division of Highways for road maintenance and improvements, including U.S. Highway 66. While these acts provided funding, specific analysis of the effects of these acts on U.S. Highway 66 was not completed for the MPDF.

[30] California Highways, "Chronology of California Highways," http://www.cahighways.org/chronlgy.html (accessed 7 October 2010).

[31] California Highways, "Chronology of California Highways." The California Highways website states this section was the first portion of U.S. Highway 66 to be officially incorporated into the state highway system. Roger G. Hathaway notes that it was not until October 1923 that the state assumed maintenance responsibility (see Hathaway, *The Late "Prehistory" of Route 66 in the California Mojave Desert*).

In 1915 the road from Barstow through Victorville and Cajon Pass into San Bernardino was incorporated into the State of California's highway system designated as LRN 31.[32] This was the first section of the route to be brought under state jurisdiction, although San Bernardino County continued with road improvements and maintenance well into the 1920s. To carry out these responsibilities, the county passed a local bond measure in 1915 to improve a section of LRN 31 between Barstow and San Bernardino.[33] The state undertook little highway construction until the late 1920s, when it undertook a major initiative to build new sections of highway (discussed below).

In 1916 the U.S. Congress passed the Federal Aid Road Act, which was the first formal federal highway policy with a regular funding appropriation distributed to the states. By this time the number of automobile registrations in the country had reached 2.3 million, and the auto industry and motorists were heavily lobbying for programs and funds to improve roads.[34] This funding had been a long-time goal of the National Old Trails Association and the Good Roads Movement, who were influential in the passage of the Federal Aid Road Act of 1916. Managed by the Secretary of Agriculture, funding for road construction and maintenance was allocated to states by a formula based on a state's population, land area, and road mileage. Under this act, the federal government would finance up to 50 percent of the cost of construction, not to exceed $10,000 per mile.[35]

World War I greatly hindered new road construction and the improvement of existing roads due to construction deferment and limited labor and supplies. Congress continued federal funding for highway construction after the war with the passage of the Federal-Aid Highway Act of 1921. This act created the Bureau of Public Roads, which replaced the Office of Public Roads and was assigned to administer the federal government's road program. The act also provided states financial aid for the construction of highways that were "interstate in character" under the "seven percent system," a formula created by Congress in which each state was eligible for assistance in constructing seven percent of its highways.[36] Within two years each state was required to designate three percent of its primary roads and four percent of its secondary roads as part of the federal-aid highway system; as a result, these roads were eligible for federal assistance.[37] Federal funding was to be matched by state funds on a 50-50 basis, and road designs were required to adhere to the federal government's standards for minimum width, grade, and adequacy of roadbed type for the traffic load. States were also required to submit their plans to the Bureau of Public Roads for approval.[38] As a result of the Federal Highway Act of 1921, the

[32] California Highways, "Chronology of California Highways."

[33] Bischoff, Vol. II, 33.

[34] Seely, 24-25.

[35] Seely, 43.

[36] Weingroff, "From Names to Numbers: The Origins of the U.S. Numbered Highway System."

[37] Seely, 31.

[38] Seely, 57.

1920s were a boon for highway improvements and new construction nationwide, with over $10 billion invested in roads.

During the 1920s the California State Highway Commission and the Division of Highways were the state government agencies in charge of transportation. In 1925 the legislature passed the Melville Act, which provided that the state assume responsibility for all traversable highways and gave the Division of Highways the power to build highways through small cities that could not afford them.[39]

Creation of the U.S. Highway System

Prior to 1918, federal and state transportation agencies took no consistent responsibility for road signage. This void was filled by local and national organizations that marked named highway routes in the early twentieth century. However, a need existed for a uniform system for marking inter-state roads and warning signs. The movement for a nationwide system of highway routes and road signs was rooted in part in the many organizations and associations that, like the ACSC, each posted highways with different symbols and signs. Additional factors included that many of the named trails did not provide travelers with the shortest or most direct route between cities and that some named trails overlapped each other.

In 1918 Wisconsin became the first state to adopt a state highway numerical number system to alleviate the haphazard and confusing system of named trails and roads with a more systematic approach. The movement for a nationwide system of highway routes and road signs was proposed at an annual meeting of the American Association of State Highway Officials (AASHO) in 1922. AASHO, an organization of senior state and federal highway officials formed in 1914, served as a link between road booster groups, state governments, and the federal government. The organization had a role in shaping many aspects of road policy, including building, financing, and maintenance activities.

Following the 1922 AASHO annual meeting and its subsequent recommendation to identify the system's routes, the Secretary of Agriculture appointed the Joint Board on Interstate Highways to undertake the endeavor of designating the system of highway routes and establishing a standard system of signing the routes. Throughout 1925 the Joint Board on Interstate Highways held meetings across the country to receive input on the new system of highway routes. Early on, Joint Board of Interstate Highways members agreed the system would be numbered rather than named, and would be designated as U.S. Highways.[40] The remainder of their work focused on identifying the routes to be designated as U.S. Highways and developing standardized signage.

By the end of 1925 a national numbering system plan was adopted for U.S. Highways along with a standard design for signs between states. When this plan took effect in 1926, the new numbering system affected 145 roads and 76,000 miles of road across the U.S. The uniform white shield sign had bold black text and the only

[39] California Highways, "Chronology of California Highways."

[40] Weingroff, "From Names to Numbers: The Origins of the U.S. Numbered Highway System."

variation was the name of the state. The state's name was included in the top portion of the sign, and the highway number appeared in large bold text in the lower portion.[41] In 1926, 13 of California's 70 designated State Highways were incorporated into the newly created U.S. Highway System, including U.S. Highway 66 in California.

It should be noted that even after National Old Trails Road segments west of Las Vegas were designated as U.S. Highway 66, the name "National Old Trails Road" was so ingrained that the name continued to be used in literature, in ACSC and other maps, and signage to identify U.S. Highway 66.[42]

Highway development in the United States and California, 1930 through World War II

New Deal programs and federal relief of the 1930s provided jobs and funding that contributed to the construction and improvement of roads throughout the country. In 1931 $80 million in emergency federal aid was made available to the states to supplement their required matching funds. During the Great Depression, this allowed states to continue with highway construction and put unemployed people to work. In 1932 a second emergency relief act was passed by Congress with stipulations. States were required to pay a minimum wage rate (30 cents per hour for unskilled labor and 50 cents per hour for skilled labor) and give hiring preferences to locals and ex-servicemen with dependents. To employ as many people as possible, laborers were hired for only a 30-hour work week.[43]

The resulting New Deal programs that organized the labor to complete projects, such as the Civil Works Administration (CWA), may have been involved with road construction; however, research and survey completed for this MPDF did not reveal the direct involvement of a New Deal program in the construction of the route or properties along the route.[44] After the suspension of the CWA on March 31, 1934, the Federal Emergency Relief Administration (FERA) began organizing work divisions. CWA projects that were not completed prior to March 1, 1934, were transferred to FERA and continued as work relief projects. Highway beautification projects began in 1934 when the federal government passed the National Recovery Act (NRA). Under the act, the Bureau of Public Roads required that at least one percent of total funding to each state be used for landscaping of parkways and roadsides. The act advocated for roads that conformed to their natural setting, including sensitive siting, conserving soil, selective tree cutting, and appropriate plantings. During the 1930s the California Division of Highways undertook a major program of highway construction aimed at improving road conditions and relieving traffic congestion, such as projects to realign highways, including the route of U.S. Highway 66. In several

[41] Kaszynski, 60.

[42] Automobile Club of Southern California Touring Bureau, *National Old Trails Road New York City to Los Angeles, California,* (Los Angeles: Automobile Club of Southern California, 1934); All-Year Club of Southern California, *Guidebook for Your Southern California Vacation*, (All-Year Club: Los Angeles, 1932).

[43] Seely, 89.

[44] New Deal programs is a subtheme that requires further intensive-level research and survey to determine is role in the development of U.S. Highway 66 and identify associated property types.

notable cases, the Division of Highways used federal funding to pioneer innovative road designs and develop a more comprehensive highway landscaping program, such as that carried out for the Arroyo Seco Parkway in Los Angeles (the Arroyo Seco Parkway Historic District was listed in the National Register in February 2011).[45] Research did not reveal the role of the CWA, FERA, and NRA in the development of U.S. Highway 66. Since the role of New Deal programs in highway development in California is not understood, the effect New Deal programs had on U.S. Highway 66 in California is an area of further intensive-level research.[46]

The 1930s were a time of aggressive state planning to meet future transportation needs. The steady increase of population in the state combined with constantly rising auto ownership created a situation in which traffic consistently outpaced efforts to anticipate and relieve traffic congestion. In a state that maintained one of the highest ratios of car ownership to population in the country, the capacity of the state road system was always being tested, especially in Southern California, which was growing faster than any other part of the state.[47] By the end of the 1930s the state took major steps to create a new comprehensive transportation system. The new system did not supplant the state highway system, but rather expanded it with a wide-ranging system of limited access roadways to eliminate congestion-causing road features such as at-grade intersections, traffic lights, and two-way traffic. Although limited access freeways were being considered in other states, California was one of the first states to embark on a program of implementation, beginning with the Arroyo Seco Parkway in the 1930s. Limited access freeways were referred to at the time as “parkways;” the terms are used interchangeably in state and regional transportation literature.[48]

Californians had ample opportunity to absorb the concept of a road system that would provide free-flowing traffic unimpeded by cross traffic and stop signs. The idea of freeways had been considered as a solution to California’s transportation needs as early as the 1920s. Landscape architect Fredrick Law Olmsted, Jr. was one of the first to

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[45] Janice Calpo, *Draft National Register Nomination, Arroyo Seco Parkway Historic District*, (Sacramento: California Department of Transportation, 2008), Section 8, 14. A section of the roadway was listed in the National Register in 1993 and the Arroyo Seco Parkway Historic District was listed in the National Register on February 4, 2011. In 1999 the American Society of Civil Engineers designated the entire 6.2-mile first segment of the parkway as a National Historic Civil Engineering Landmark, and in 2002 it was designated as a National Scenic Byway. Additional history and development of the Arroyo Seco Parkway can be found in the National Register Nomination and the Historic American Engineering Record: Arroyo Seco Parkway (HAER No. CA- 265).

[46] Once further intensive-level research in completed, the associated property types will need to be identified. Associated property types will require a documented important and direct association under this theme to be considered historically significant. Examples of documentation include New Deal emergency relief highway project records or plans or properties with physical evidence of a New Deal program, such as “WPA” inscribed on road segments or road-related structures.

[47] Scot Bottles, *Los Angeles and the automobile: the making of a Modern City*, (Berkeley: University of California Press, 1987) 92-93; David Brodsly, *L.A. Freeway: An Appreciative Essay*, (Berkeley: University of California Press, 1981), 82.

[48] Lloyd Aldrich, “The Proposed Postwar Hollywood Parkway,” *Southwest Builder and Contractor*, January 5, 1945, 29. Aldrich, the Los Angeles City Engineer stated that “Parkways are sometimes called ‘freeways’ which is correct” – but never speedways.

propose a system of regional parkways throughout Los Angeles that would separate through traffic and relieve pressure on city streets. A local and regional planning organization, the Regional Planning Commission of Los Angeles County, echoed Olmsted's view throughout the 1930s. This line of thinking culminated in 1937, when the ACSC issued a major report entitled *Traffic Survey, Los Angeles Area,* which concluded that the only viable solution to Los Angeles' traffic problems, and by implication the state's as well, lay in a "network of traffic routes for the exclusive use of motor vehicles over which there shall be no crossing and along which there shall be no interference from land use activities."[49] The viability of this solution was enhanced with passage of the Breed Bill (1939), which authorized the construction of highways along which adjacent property owners would no longer have rights to immediate access and gave the state land acquisition powers to acquire the right-of-way to build freeways, and the Collier-Burns Highway Act in 1947, which provided for additional transportation funding to construct and maintain freeways in urban areas.[50] Further road building, however, was cut short after 1941 by preparations for entry into World War II.

Mobilization for the war effort placed limits on civilian access to gas and tires and substantially cut highway usage for travel. With the exception of roads needed for military purposes, road construction activities generally stopped after the U.S. became involved in the war. The Defense Highway Act of 1941 further restricted the activities of state highway departments by limiting federal highway funds on the Strategic Highway Network; the construction of roads to military bases, defense manufacturing plants, or air bases; and advanced engineering surveys for projects to be initiated after the war. [51]

For national security, the War Department and the Bureau of Public Roads identified a system of roads known as the Strategic Highway Network to access military bases, defense manufacturing plants, and other strategic sites. The National Old Trails Road was designated as part of the original Strategic Highway Network established during World War I.[52] In 1941 the Bureau of Public Roads prepared a report on "Highways for National Defense" as a part of the war preparedness efforts leading up to entry into the war. U.S. Highway 66 was designated as a strategic route in the report's listing of route priorities designated by the War and Navy Departments.[53] Under the 1941 Act, defense highway projects remained eligible for federal funding for improvement and construction. The report also identified military posts essential to a war effort and directed Post Commanders to make all studies

[49] Bottles, 217.

[50] Kathy Talley-Jones and Letitia Burns O'Connor, *The Road Ahead: The Automobile Club of Southern California, 1900-2000*, (Los Angeles: ACSC, 2000), 105; California Highways, "Chronology of California Highways."

[51] Seely, 176-177.

[52] Ezra Knowlton, *History of Highway Development in Utah* (Salt Lake City: Utah State Road Commission, c.1963), 178-179. Knowleton includes a "Map of Strategic Routes between Salt Lake City, Utah and California," prepared for the Secretary of Agriculture of the United States by the Lincoln Highway Association, n.d. Strategic western routes included the later U.S. Highways 66, 91, and 99.

[53] Public Roads Administration, *Highways for the National Defense* (Washington D.C.: United States Government Printing Office, 1941), 9a.

necessary to identify access improvements needed to facilitate movement to and from installations. In the Mojave Desert an anti-aircraft range near Victorville was one of the facilities identified in California.[54]

Highway development in the United States and California following World War II

Following World War II, the Federal-Aid Highway Act of 1944 (1944 Act) was passed to address road deficiencies that resulted from deferred funding and maintenance. Notably, the 1944 Act provided new funding for construction of urban highways and expressways. Previous federal aid prior to World War II focused largely on rural roads.[55] The 1944 Act provided $500 million nationwide per year during the three years successive to the end of World War II for which the states were responsible to match at a 50/50 ratio.[56] Funding was distributed differently for urban and rural roads. For urban highways it was distributed by total population, while for rural highways it was distributed to the states in proportion to rural population, geographic area, and post road mileage (roads along postal delivery routes).[57] The desert portions of U.S. Highway 66 likely benefitted as a result.

Importantly, the 1944 Act also authorized designation of a national system of Interstate Highways. The Interstate Highway system was intended to connect principal metropolitan areas, cities, and industrial centers; serve national defense; and connect border points with routes of continental importance in Canada and Mexico. The system was expected to carry 20 percent of the nation's traffic and connect 90 percent of cities with a population of 50,000 or more.[58] The 1944 Act, however, did not provide funding for construction of the Interstate system, but allowed for preliminary planning efforts.

The 1944 Act provided only modest funding for road construction and did not provide funding for development of the Interstate Highway system to solve the nation's transportation needs. Its passage did not anticipate Americans' postwar financial prosperity, which dramatically increased automobile ownership, highway usage, and commercial development. The unexpected increase in automobile usage created congestion in many urban areas.[59] Several other federal-aid highway acts were passed in 1950, 1952, 1954, and 1956. The acts of the

[54] Public Roads Administration, *Highways for the National Defense,* 21.

[55] Seely, 189-190.

[56] Seely, 189.

[57] Seely, 189-191; Research did focus on how U.S. Highway 66 specifically benefitted from this funding or if the route qualified as a postal delivery route.

[58] A.E. Johnson, *Published on the Occasion of the Golden Anniversary American Association of State Highway Officials: A Story of the Beginning, Purposes, Growth, Activities and Achievements of AASHO* (Washington, D.C.: The American Association of State Highway Officials, 1965), 153.

[59] Seely, 191.

early 1950s continued federal funding to states for road and bridge projects with only slight increases and provided limited funding for the Interstate Highway system.[60]

The Federal-Aid Highway Act of 1956 (1956 Act) not only substantially increased federal appropriations to states for highway construction, but also made the first significant appropriations for construction of the Interstate Highway system. The 1956 Act authorized the expenditure of $25 billion over a 12-year period for construction of a "National System of Interstate and Defense Highways." The system would include 41,000 miles of new roads, built to "the highest standards" of safety and efficiency, and would be funded by increases in federal gas, tire, and vehicle taxes. Revenues would be collected in a newly created Highway Trust Fund that would enable the federal government to complete the system on a "pay-as-you-go" basis. Each state would be responsible for completing sections of the system within its borders, with 90 percent of the funding provided by the federal government. The 1956 Act also authorized an initial 13-year construction period for Interstate Highways, which would eventually be extended as states faced routing and funding difficulties. Lawmakers passed the bill with only one dissenting vote and pledged that the entire network would be completed by 1972.[61]

California, like many areas of the country, emerged from World War II in critical need of highway improvements, which severely impacted a road system already experiencing serious traffic problems before the war.[62] Planned improvements had to be postponed until after the war, such as completion of the Arroyo Seco Parkway project. While large portions of the Arroyo Seco Parkway had been opened prior to the war, further work was postponed until after the war. However, planning efforts begun in the 1930s and 1940s gave California a jump on other states in its postwar highway building program.

In addition to federal postwar funding, California took actions of its own to facilitate a new freeway system. The Collier-Burns Act of 1947 raised the gas tax specifically to finance freeways in urban centers, required the state to maintain highways in cities, and provided for a more equal distribution of state highway funds between the northern and southern portions of the state.[63] These latter provisions of the bill made it possible to undertake an aggressive program of freeway building in the Los Angeles area where local politicians and transportation planners had advocated the creation of a comprehensive transportation system based on the automobile. In 1959 the state legislature created the California Freeway and Expressway System, sponsored by State Senator Randolph Collier, who played a major role in California transportation legislation from 1938-1976. The legislation

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[60] Federal Highway Administration, "The Dwight D. Eisenhower National System of Interstate and Defense Highways," Federal Highway Administration, http://www.fhwa.dot.gov/reports/routefinder (accessed 15 December 2009).

[61] Johnson, 181; Tom Lewis, *Divided Highways: Building the Interstate Highways, Transforming American Life*, (New York, NY: Viking, 1997), 121; Richard F. Weingroff, "Federal-Aid Highway Act of 1956: Creating the Interstate System," *Public Roads* 60, No. 1. Summer 1996, http://www.fhwa.dot.gov/publications/publicroads/96summer/p96su10.cfm (accessed 12 December 2009).

[62] Brodsly, 112.

[63] California Highways, "Chronology of California Highways;" Brodsly, 115.

authorized a freeway grid through the Los Angeles Metropolitan Area that eventually consisted of 1,557 miles of freeway.[64] The state legislation, combined with the federal Interstate Highway program, greatly facilitated the construction of new freeways destined to bypass and replace the U.S. Highway system that had been in place since 1926, including U.S. Highway 66.

The development of U.S. Highway 66 in California

The development and improvement of U.S. Highway 66 in California was a direct result of early federal aid and California state transportation programs that developed in the 1910s and 1920s and continued to increase in the following decades. The state employed various combinations of federal, state, and local revenues to undertake a broad range of projects to continually upgrade the condition of the highway and respond to the needs created by an ever-expanding stream of traffic.

U.S. Highway 66 was a direct beneficiary of California's bond acts and gas taxes. The institution of the two-cent gas tax in 1923 made it possible for the state to greatly expand its highway maintenance efforts. As a result, the Division of Highways (District 8), which covered San Bernardino and Imperial Counties, hired a full-time engineer.[65] During the 1920s the state was able to expend a total of $1,870,947 on grading, paving, and bridge construction on the National Old Trails Road route. The majority of these funds were expended in the Los Angeles area, bringing the metropolitan portions of the route into generally good condition by the mid-1920s.[66] Only $100,000 of these funds was expended on the desert portion of the road, which remained in generally neglected condition. It was described as badly rutted and only passable at slow speeds until the end of the decade.[67]

The period from the late 1920s through World War II was one of continued improvement on the route that began with re-surfacing and bridge construction across the desert portion of the route to address drifting sand and many seasonal washes. By the late 1920s and the 1930s, work progressed to realign and straighten the highway. Major projects along the route, such as the improvement of Cajon Pass, the Arroyo Seco Parkway, and the widening of Foothill Boulevard, indicate that the state placed a high priority on the development of U.S. Highway 66. By the 1930s the route came to embody some of the most advanced aspects of highway design and engineering in the state and reached its full geographic extent.[68]

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[64] Brodsly, 119.

[65] Burr Beldon, "S.B. District Pioneered in Building Desert Roads," *San Bernardino Sun Times*, 16 December 1962.

[66] Bischoff, Vol. I, 35-36; Brodsley, 83.

[67] Bischoff, Vol. I, 36.

[68] Officially U.S. Highway 66 ends at its intersection with U.S. Highway 1 (Lincoln Boulevard) in Santa Monica, several blocks east of the beach and the Santa Monica Pier. Efforts, particularly in the 1950s, to extend the highway to the actual coast were ultimately unsuccessful.

U.S. Highway 66 in the Mojave Desert

In the late 1920s the state began to recognize the need for improvement along California's desert routes and initiated an ambitious program of construction. In the May/June 1929 issue of *California Highways and Public Works*, J.P. Baumgarten of the State Highway Commission introduced what he termed "the largest desert highway program ever undertaken by the Highway Commission," a program in which the state's desert trails, including U.S. Highway 66, "have either become or within a few years will be veritable boulevards."[69] The article recognized that the desert landscape was "among the attractions de luxe of the wonderful Southland," and that improved roads were essential not only to cross-country travel, but to the development of the desert region's recreation areas.[70] One of the major problems on U.S. Highway 66 and the other Southern California desert routes was drifting sand that periodically covered portions of the highways. Along U.S. Highway 66 in the Mojave Desert, sections of roadbed were affected by washouts along sloughs, particularly in areas with large amounts of lava rock. This problem was addressed by the construction of numerous timber stringer bridges between Daggett and Topock and re-engineering the roadbeds to eliminate the effects of drifting sand between Barstow and Needles. This work accomplished by the Division of Highways on this portion of U.S. Highway 66 and the Algodones Dunes area on U.S. Highway 80 represents an early engineering solution and design solution to challenging site conditions.[71]

The evolution of the corridor is demonstrated from the earlier trails and roads on which the route was established and the eventual designation of the former National Old Trails Road between Topock and Los Angeles as one of California's 13 U.S. Highways in 1926 and its subsequent development. Considerable improvements in road surfacing were accomplished in the latter part of the 1920s. By 1926 U.S. Highway 66 was paved from Victorville southwest to Los Angeles, and plans were in place for the route from Victorville northeast to Daggett to be upgraded to a gravel surface by June of that year. The paving and graveling of the route led the ACSC to conclude that these improvements made it possible to travel the entire route at 50 to 60 miles per hour "—if such a speed is desired, and the speeder does not run afoul of the traffic officer."[72]

U.S. Highway 66 improvements

While improvements made travel easier and more secure, the alignment of the route largely continued to follow the route of the National Old Trails Road until the 1930s. In the desert, the route followed topography and

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[69] J.P. Baumgarten, "Perils of Desert are Conquered by State Highways," *California Highways and Public Works,* May/June 1929, 2.

[70] Baumgarten, 2-3.

[71] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964." Available at California Department of Food and Agriculture, Sacramento, California; Hathaway, *"What's In a Name? Or The Typonymy of Route 66 Between Danby and Bagdad, California*," and *The Late 'Prehistory' of Route 66 in the California Mojave Desert*.

[72] Bischoff, Vol. I, 39; Hathaway, *What's In a Name? Or The Typonymy of Route 66 Between Danby and Bagdad, California*, and *The Late 'Prehistory' of Route 66 in the California Mojave Desert*.

resulted in a circuitous road that did not always make the most direct connection between towns.[73] This pattern of using old alignments was also found in metropolitan areas, where the route followed pre-existing roads and streets that meandered between the small communities through the citrus belt of the Pomona Valley, San Gabriel Valley, and the Arroyo Seco river region, and finally into urban downtown Los Angeles. Indeed, from the early 1900s through 1940 the National Old Trails Road and U.S. Highway 66 traversed several different major alignments from Pasadena to downtown Los Angeles. The first routing followed Huntington Drive through South Pasadena and the El Sereno area of Los Angeles to terminate in downtown Los Angeles. In 1931 the route was shifted to the western edge of the Arroyo Seco riverbed along Figueroa Street through the Highland Park section of greater Los Angeles. After the Arroyo Seco Parkway project was initiated in 1938, U.S. Highway 66 traffic was temporarily re-routed over the Colorado Street Bridge through Eagle Rock, south on Eagle Rock Boulevard to connect to the downtown terminus until the new highway opened in 1940.[74] Other minor alternative routes also likely existed.[75]

The 1930s saw a number of major changes and alterations to U.S. Highway 66 in California instituted by the State Highway Commission. At the western end of the route in downtown Los Angeles, where the National Old Trails Road and the 1926 portion of U.S. Highway 66 ended, the highway was extended in 1936 to add approximately 15 miles of to the route into Santa Monica. The new extension, which went west on Sunset Boulevard to Santa Monica Boulevard and then followed Santa Monica Boulevard to its intersection with U.S. Highway 1 in Santa Monica, took the route in close proximity to the Pacific Ocean.[76]

During this period, the California Division of Highways began to re-engineer U.S. Highway 66 to conform to more modern concepts of highway design and to abandon segments of the National Old Trails Road. It was at this time that the road began to take its current form in many areas. Major changes included eliminating the road from

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[73] Bischoff, Vol. I, 39.

[74] Scott Piotrowski, *Finding the End of the Mother Road: Route 66 in Los Angeles County*, (Los Angeles: 66 Productions & Scott R Piotrowski, 2003), 53-85. This segment of U.S. Highway 66 is often referred to as the "construction alignment."

[75] The MPDF considered major alternate routes of U.S. Highway 66 as shown in the Maps in the Additional Documentation section. Routes that were considered were officially designated and in widespread use for a sufficient time period for changes in the built environment likely to have occurred in response to the designation and use of U.S. Highway 66. Numerous alternatives of the route existed, particularly in Los Angeles and Pasadena. Further intensive-level research and survey may reveal local significance of minor alternatives under this subtheme.

[76] There is some controversy regarding the "end" of U.S. Highway 66. The official termination of the highway from the Santa Monica extension in 1936 until it was decommissioned as a U.S. Highway was at the intersection of U.S. Highway 66 and U.S. Highway 1 at Lincoln and Olympic Boulevards; a location approximately six blocks from the Pacific Ocean. From 1935 through the 1950s the U.S. Highway 66 Association sought to have the highway renamed as the Will Rogers, Jr. Highway. This campaign included efforts to extend the highway to the coast with a terminus in the Santa Monica palisades. In 1957 the association planted a Will Rogers, Jr. plaque in the palisades. As in many other issues regarding U.S. Highway 66, myth and fact have intermingled over time, merging the actual end of the highway with what some consider its "spiritual" termination point. See Piotrowski, 88-89, for a clear delineation of the two contested highway end points.

Needles northwest through Goffs and providing a more direct connection between Needles and Essex (to the west). See Map Nos. 3 through 6. A more direct route was also constructed between Essex and Amboy.[77] Older road segments were widened, generally to 36 feet (although it ranged from 30 to 40 feet); five-foot shoulders were incorporated on either side of the pavement; and much of the route was repaved.[78] Other new features of the roadway included corrugated metal pipe culverts, storm protection ditches and dikes, and other drainage features.[79] The change and progression in highway features such as these convey examples of the evolution of the U.S. Highway design in California history.

U.S. Highway 66 in the Cajon Pass

One of the largest and most ambitious road straightening projects accomplished in the 1930s by the Division of Highways was the realignment of Cajon Pass between Victorville and San Bernardino. See Map Nos. 26 and 27. Cajon Pass, a deep cut between the San Bernardino and San Gabriel mountain ranges that separate the Mojave Desert from the Los Angeles basin, represented one of the biggest engineering challenges on U.S. Highway 66 in California. A natural pass that had served as a Native American trail and later a wagon road, Cajon Pass underwent a number of road changes and realignments over time. By the 1920s the road was generally 16 feet wide and, since 1916, had been surfaced with a macadam pavement.[80] Between 1932 and 1934 large portions of the roadway were widened to include 20-foot-wide graded roadbed with five-foot-wide shoulders. This eliminated a number of treacherous curves and generally straightened the road. In addition, bridges were improved and a railroad grade separation was constructed near Gish and Alray. One of the major improvements was through the Blue Cut area, a section of the road subject to slides resulting from movement on the San Andreas geological fault. Cajon Creek was channelized and a retaining wall was installed to prevent flooding and rock fall.[81] In 1938 a major flood in the canyon washed out a part of the recently improved Blue Cut, which resulted in additional work to place the roadway to be more stable and less prone to flooding.[82] The construction and realignment of the route through Cajon Pass represents innovative and bold engineering solutions to address challenging site conditions in California highway design and construction.

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[77] Bischoff, Vol. I, 70.

[78] Bischoff, Vol. I, 41.

[79] Burr Belden, "SB District Pioneered in Building Desert Roads," *San Bernardino Sun Telegraph*, 16 December 1962; Bischoff, Vol. I, 41.

[80] Bischoff, Vol. I, 48; Phillip Thomason and Teresa Douglas, *Draft National Register Nomination, Route 66, Cajon Pass*, June 2005, Section 8, 5. Available from National Park Service, Route 66 Office, Santa Fe, New Mexico, 2005.

[81] Bischoff, Vol. II, 51.

[82] Everett Smith, "Restoring Cajon Pass Highway," *California Highways and Public Works* 17, July 1939, 18; Roger Hathaway, *What's In a Name? Or The Typonymy of Route 66 Between Danby and Bagdad, California*, and *The Late 'Prehistory' of Route 66 in the California Mojave Desert*. Hathaway notes that portions of the 1938 realignment were constructed on top of the 1932 road bed, thereby raising the road bed to reduce the threat of flooding. The hillside was likely quarried to obtain additional fill at this time.

U.S. Highway 66 along Foothill Boulevard

A number of improvements also were instituted by the Division of Highways in the 1930s along the San Gabriel Valley portion of the highway. Foothill Boulevard between San Bernardino and Pasadena to the west was repeatedly widened during the decade to accommodate increased traffic. In 1930 Foothill Boulevard was widened to three lanes and in 1937 increased to four lanes with a center median.[83] See Map Nos. 31 and 32. These improvements on Foothill Boulevard conformed to the most forward-looking highway standards being promoted by the federal government, the California Division of Highways, and the County of Los Angeles. The 1941 county *Master Plan of Highways for Los Angeles* advocated that the major roadways providing circulation over the widely spread-out metropolis should become wide boulevards or throughways designed with an even number of traffic lanes (usually four in number to allow for both fast and slow vehicles), center dividers, and left turn lanes. The state Division of Highways was already pursuing a road widening policy of its own in advance of the Los Angeles County report. The standardization of four-lane divided highways was first incorporated into the U.S. Highway 66 improvements on Foothill Boulevard near Claremont in the San Gabriel Valley. At the completion of the widening project in 1938, Foothill Boulevard was the longest four-lane highway segment in California.[84] The project resulted from state, county, and local cooperation and planning efforts that also characterized road development in Los Angeles after World War II.[85]

The Foothill Boulevard project was also the realization of another aspect of highway planning in the 1930s: a new awareness of the aesthetic dimension of road building and the role of landscaping in highway planning. Articles on the project that appeared in the state's public works magazine, *California Highways and Public Works,* placed considerable emphasis on the aesthetic element of the widening project.[86] A 1937 description of the road segment called attention to the "miles of eucalyptus trees, palm and orange trees" that bordered "almost the entire length of the boulevard." It also noted that this long allee functioned to frame views of snow-capped Mt. San Bernardino for the last 30 miles of Foothill Boulevard.[87] Research did not reveal if these improvements were associated with the New Deal FERA beautification projects.

U.S. Highway 66 and the Arroyo Seco Parkway

Only a few years later, the landscaping along Foothill Boulevard was dwarfed in scale by the Arroyo Seco Parkway project in Los Angeles on the route, where thousands of native plants were transplanted along the

[83] Everett Smith, "New Foothill Highway Link is Dedicated," *California Highways and Public Works* 16, July 1938, 16.

[84] Everett Smith, "New Foothill Highway Link is Dedicated," 16.

[85] Al Parmenter, "Ideal Highway Construction Modeled in Foothill Boulevard Through Claremont," *Los Angeles Times*, 11 January 1931, E1.

[86] Everett Smith, "New Foothill Highway Link is Dedicated," 16.

[87] E.Q. Sullivan, "New Foothill Boulevard will be four Lanes," *California Highways and Public Works* 15, September 1937, 6.

parkway's recessed slopes and the adjacent roadside.[88] Without question, the largest and most significant change to U.S. Highway 66 during the 1930s and 1940s was the construction of the Arroyo Seco Parkway to carry U.S. Highway 66. See Map Nos. 34-37.

Although construction of the parkway did not begin until 1938, it had been in the planning stages since 1916 when Pasadena City Engineer Harvey Hinks first developed a plan for a parkway that would link Pasadena, South Pasadena, and Los Angeles. This plan initiated a long period of political controversy pitting those who favored a scenic route that emphasized the natural aspects of the Arroyo Seco against those who advocated for a limited access roadway that primarily would reduce congestion. Many sides weighed in on the debate, including notable landscape designers and urban planners Fredrick Law Olmsted, Jr., Charles Cheney, and Harland Bartholomew; road improvement groups such as the ACSC; and local advocacy groups.[89]

The result was a compromise of sorts that combined elements of a traditional parkway with those of the emerging limited access freeway. It consisted of a heavily landscaped, below-grade roadway that included a number of grade separation bridges, access and exit ramps, sodium vapor lighting, and limited access. Financing for the project came from numerous federal, state, and local sources, including the state's Assembly Bill 2345, the county's share of gas-tax funds, and New Deal federal relief funds.[90]

Construction of the parkway began in 1938 with 6.2 miles completed and opened by 1940. Between 1940 and 1943 the southerly extension was completed, extending the earlier parkway terminus to Adobe Street in the downtown. A last half-mile was completed following World War II and connected the parkway to the Hollywood freeway.[91] The original six-mile segment was the first fully-grade-separated, limited access, landscaped "freeway" built as a non-toll state highway in the western U.S.[92]

From the time of its opening in 1940 to 1964, the Arroyo Seco Parkway was the official route of U.S. Highway 66 from Pasadena to Los Angeles.[93] The earlier route that followed Figueroa Street was designated as the U.S. Highway 66 alternate. This is one of the earliest examples of the use of the "alternate" designation, which became commonplace in the 1950s and 1960s as freeways bypassed central business districts and separated

[88] Janice Calpo, *Draft National Register Nomination, Arroyo Seco Parkway Historic District*, (Sacramento: California Department of Transportation, 2008), Section 8, 14.

[89] Brodsly, 85.

[90] Calpo, Section 8, 4.

[91] Calpo, Section 7, 3.

[92] Calpo, Section 8,1.

[93] Piotrowski, 61-62.

through traffic from local and regional usage. In 1954 the parkway was renamed the Pasadena Freeway, but continued to be designated U.S. Highway 66.[94]

U.S. Highway 66 as a strategic defense highway

U.S. Highway 66 also has an important association with World War II defense efforts. The route's designation as part of the Strategic Highway Network and its likely use leading up to and during World War II to carry heavy truck traffic and military convoys resulted in needed improvements during the mid-1940s and into the 1950s, including work to strengthen and widen many of the timber stringer bridges in the Mojave Desert portion of the route.[95] Further information on the role of the route as a defense highway is provided under the subtheme of military migration related to World War II under the historic context *U.S. Highway 66 as a Migratory Route*.

U.S. Highway 66 and Los Angeles metropolitan planning efforts

At a local level, Los Angeles metropolitan planning efforts also had a role in the development of U.S. Highway 66 in California during the twentieth century. The state's development of U.S. Highway 66 was carried out in conjunction with the City and County of Los Angeles. As one of the earliest auto-intensive cities in the U.S., the city and county long had their own well-developed transportation planning process. The ability to drive an automobile year-round, the sprawling pattern of city development, and a swelling population each contributed to Los Angeles having a high level of traffic and congestion early in the history of automobile usage.[96] Los Angeles planning efforts were generally directed to the realization of a fully integrated regional road system and the relief of traffic congestion, which had already become a major problem in the 1920s. These efforts obviously included the U.S. and state highway systems that crossed the city and county. Approximately 22 percent of U.S. Highway 66 in California resided within the jurisdictional boundaries of Los Angeles County over county and city streets and boulevards that pre-dated the designation of the U.S. highway system. As one of the major cross-country routes leading into Los Angeles and an important intra-regional route serving the city's northern suburbs, U.S. Highway 66 figured largely in the county's transportation planning.

The city and county of Los Angeles were early leaders in the regional planning movement. By 1924 the Los Angeles Traffic Commission had produced a traffic street plan that set forth the goal of developing an integrated auto transportation plan for the region.[97] The County Planning Commission, established by city ordinance in

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[94]Calpo, Section 8, 8. A section of the roadway was listed in the National Register in 1993. In 1999 the American Society of Civil Engineers designated the entire 6.2-mile initial segment of the parkway as a National Historic Civil Engineering Landmark, and in 2002 it was designated as a National Scenic Byway. Additional history and development of the Arroyo Seco Parkway can be found in the National Register Nomination and the Historic American Engineering Record: Arroyo Seco Parkway (HAER No. CA- 265).

[95] Roger Hathaway, *What's In a Name? Or The Typonymy of Route 66 Between Danby and Bagdad, California*, and *The Late 'Prehistory' of Route 66 in the California Mojave Desert*.

[96] Bottles, 93. By 1930 Los Angeles had achieved a ratio of 1.5 residents per automobile.

[97] Brodsly, 87.

1922, was the first body of its kind in the country.[98] One of the Commission's first acts was to initiate a series of transportation plans; one of the first was the plan for the San Gabriel Valley that included sections of U.S. Highway 66. The Commission's selection of the foothill area as a first priority was in part due to the projections of future population and residential growth in the area. However, the focus on the Foothill Boulevard corridor was also an acknowledgement of the steadily growing highway traffic that came from out of state.[99] In its 1929 *Regional Plan of Highways,* the Commission identified U.S. Highway 66 as a major arterial to be widened to 100 feet throughout the county.[100] This planning objective was realized by the widening projects of 1930 and 1938 along Foothill Boulevard.

In 1941 the Los Angeles County Regional Planning Commission's efforts culminated in a *Master Plan of Highways*. This major regional plan was prepared under the authority of the state's new California Planning Act, which mandated that all cities and counties in the state prepare master plans for growth and development, including transportation.[101] Building on its previous plans from 1929 and 1934, the Commission envisioned a tiered system of transportation routes. At the top of the tier would be a new system of freeways that would provide uninterrupted travel "connecting centers of major importance over comparatively long distances." Below that would be traditional highways "connecting major and intermediate centers at shorter distances" and offering frequent access to freeways.[102] The plan recognized that some existing highways would be turned into freeways and others would become alternates, while others would be rendered obsolete. It anticipated that most highways would continue to function, but their use for long-distance travel would be substantially reduced and they would become wide roads primarily serving a local populace.

Los Angeles played an important role in determining the fate of U.S. Highway 66 in California. In a certain sense, the seeds of its own destruction were sowed by the success of the highway and the heavy volume of traffic it carried through one of the most heavily populated areas in the country, which resulted in the replacement of the route with more expansive freeways.

U.S. Highway 66 and the freeway and Interstate system

While the process of replacing older U.S. Highways with new limited access construction was by no means unique to California, the state's strong commitment to freeway design and construction from the late 1930s

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[98] County of Los Angeles, *Regional Plan of Highways* (Los Angeles: County of Los Angeles, 1929), 5.

[99] County of Los Angeles, *Regional Plan of Highways*, 1; California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[100] County of Los Angeles, *Regional Plan of Highways,* Plan Maps, 3 fold out sheets.

[101] The planning act required a master plan for all cities and counties. Its provisions mandated that the plan include a "Streets and Highway Plan," California Planning Act Statues, 1937, Chapter 665.

[102] Regional Planning Commission, Los Angeles County Regional Planning District. *A Comprehensive Report on the Master Plan of Highways for Los Angeles County Regional Planning District* (Los Angeles: Los Angeles County Regional Planning District, 1941), 17.

onward helped to translate a vision of unobstructed through-traffic roadways into a reality immediately following the war. The funding of the Interstate Highway system in the Federal-Aid Highway Act of 1952 and the subsequent Federal-Aid Highway Act of 1956 significantly assisted the state in realizing its transportation goals, especially in the Los Angeles area. The funding formulas based on population were particularly useful since postwar Los Angeles was one of the fastest growing cities in the country. Historian Michael Cassity points out that the complete replacement of U.S. Highway 66 from Chicago to Santa Monica took over three decades, with the final segment bypassed at Williams, Arizona, in 1984.[103] In California the bypassing of U.S. Highway 66 proceeded at a much more rapid pace. Between 1958 and 1966 the Interstate and state freeways that bypassed U.S. Highway 66, such as the Foothill Freeway (I-210) and I-40, were completed and opened to traffic. In 1974 the last link in the new routes was forged when I-15 from Las Vegas was connected to I-10 (San Bernardino/Santa Monica freeways) at Ontario.[104] In California many of the new freeways bypassed rather than replaced U.S. Highway 66, which resulted in large portions of the route remaining intact.

Prior to World War II, the Arroyo Seco Parkway pioneered the limited access roadway.[105] Immediately following the war, plans were announced for the "Hollywood Parkway," which would circumvent the downtown business district and connect to the Arroyo Seco Parkway via an unprecedented four-level interchange.[106] The proposed parkway would replace portions of U.S. Highway 101, which was co-signed with U.S. Highway 66 along Sunset Boulevard west of downtown. The U.S. Highway 101 and the Arroyo Seco Parkway connection was completed in 1953, fully integrating the Arroyo Seco Parkway into the postwar freeway system in Los Angeles.

In 1958 the construction of the Foothill Freeway (I-210) paralleling Foothill Boulevard followed much the same route as U.S. Highway 66 through Pasadena. In the desert, I-40 replaced U.S. Highway 66 as the primary transportation route from Needles to Barstow, while I-10 provided access to downtown Los Angeles and Santa Monica. Planning and acquisition for I-10, the so-called Ramona Freeway, had already commenced by 1941 and was noted in the *Master Plan of Highways* issued that year by the Los Angeles Regional Planning Commission.[107]

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[103] Cassity, 249.

[104] Construction dates for the postwar U.S. Highway and Interstate routes is based on information derived from www.cahighways.org. These are approximate since the dates given vary sometimes indicating construction start dates, construction completion, or traffic opening dates.

[105] At the same time the Arroyo Seco was built, the state Division of Highways also constructed Cahuenga Pass, the other prewar limited access highway segment in the state. Cahuenga Pass later became part of I-101, the Hollywood Freeway, which connected downtown Los Angeles and the San Fernando Valley.

[106] Aldrich, 30.

[107] Regional Planning Commission, 17. The report states: "…rights-of-way are being acquired on the route of the Ramona Freeway which will serve the San Gabrielle Valley."

The formal decommissioning of U.S. Highway 66 (i.e., its removal from the U.S. Highway System) occurred unevenly, with various segments removed from the system at different points in time.[108] Subsequent to its decommissioning from the federal highway system, the state also decommissioned portions of former U.S. Highway 66 from the state road system, transferring segments to local jurisdictions.[109] Additional documentation to this MPDF includes maps of the main alignment and major alternative road segments surveyed and researched and the dates these segments were designated as U.S. Highway 66. These maps were based on secondary sources. As individual properties are researched and nominated, further intensive-level research may be needed to document the date of decommissioning or when a particular segment was bypassed to establish an appropriate period of significance.

A Comparison between U.S. Highway 66 and other Southern California all-weather routes (U.S. Highway 80 and U.S. Highway 60/70)

In order to understand the use, popularity, and role of U.S. Highway 66 in California, it is necessary to see it within the larger context of similar transportation corridors. The modern mythology of U.S. Highway 66, discussed below, tends to be self-referential, treating the highway as an isolated and unique entity. In historical reality, it was not the only cross-country, east-west route into Southern California and Los Angeles. For much of its existence as a highway, and prior to that as an early auto route, it competed for commerce and tourists with two other major routes: U.S. Highway 80 and Highway 60/70. All three were referred to as all-weather highways that were free of snow and ice and were passable 12 months of the year, and were heavily traveled routes that played similar roles in the growth and development of Southern California.

For travelers whose destination was California, the cross-country routes through Southern California offered a number of advantages. The terrain was mostly flat with only a few natural barriers along the otherwise open road, an important consideration at a time when autos struggled with uphill climbs and frequently overheated. On U.S. Highway 66, the Cajon Pass was the primary mountain barrier between the Mojave Desert and Los Angeles, and was consistently improved from the 1920s through the 1950s. The most obvious advantage of the southern routes was their location in an “all year” climate zone, hence the frequent reference to them as “all-weather” routes. Aside from the occasional torrential rain storm, the southern part of the state offered no impediments in the form of snow, ice, or inclement weather.

U.S. Highway 80 from Atlanta, Georgia, to San Diego, California, was also one of the original U.S. Highways designated in 1926 and, along with U.S. Highway 66, one of the three “all-weather” routes across the country and through Southern California. Over much of its route, U.S. Highway 80 followed the route of the “Dixie Overland Highway.” An association formed in Savannah, Georgia, in 1914 promoted the highway as a cross-country route

[108] Records of decommissioning actions can be found in the Division of Highways/Transportation Commission Records, California State Archives, Sacramento, California.

[109] California Highways, “State Highway Routes: State Route 66,” http://www.cahighways.org/065-072.html (accessed 14 0ctober 2010).

through the southern states. The highway was heavily favored by San Diego booster groups who felt a fierce rivalry and competition with Los Angeles.[110]

Through the 1920s the primary southern California east-west routes were U.S. Highway 66 (the National Old Trails Road) and U.S. Highway 80 (the Dixie Overland Trail). The unfinished U.S. Highway 60/70 did not become a major route until its completion in 1932. Based on traffic data recorded at the Agricultural Inspection Stations (discussed below in Description of transportation-related properties) at the state line, U.S. Highway 66 through the Mojave Desert had the lowest volumes of traffic of the three "all-weather" routes from the 1930s through the early 1950s, although with the exception of the World War II years (1942-1944) its traffic volumes steadily increased passing the 100,000 mark in 1941.[111] Heavier volumes of traffic through the Blythe (U.S. Highway 60/70) and Yuma (U.S. Highway 80) Agricultural Inspection Stations, than through Daggett (U.S. Highway 66) may in part reflect the active desert agricultural economies of Indio and El Centro, both in terms of commercial traffic and seasonal farm labor migrations.[112] However, in the Los Angeles basin from 1933 through the 1950s U.S. Highway 66 carried a heavier traffic load than its rivals. Traffic merging into U.S. Highway 66 from U.S. Highway 91 at Barstow brought a large stream of traffic via Las Vegas, which then flowed into Los Angeles on U.S. Highway 66.[113] The heavy use of this stretch of the highway was reflected in the California Department of Highways' decisions to make Foothill Boulevard one of the first four lane divided highways in the state.[114] Traffic on U.S. Highway 66 across the Mojave Desert reached its height in 1960 with 357,000 travelers enumerated at Daggett and 814,000 counted at Yermo. Together, nearly 1,161,000 entered Los Angeles along the U.S. Highway 66 corridor.[115]

San Diego migrants of the 1920s were similar in profile to those who came to Los Angeles: middle-class Midwesterners relocating either for winter stays or permanent residency. Like Los Angeles, San Diego had developed an infrastructure of hotels and resorts that were intended to serve tourists coming for a stay of weeks or months. The most famous of these was the massive beach-front Hotel del Coronado. Along U.S. Highway 80, a pattern of development similar to that of U.S. Highway 66 developed. El Centro, a major town along the route

[110] Weingroff, "U.S. Route 80: The Dixie Overland Trail."

[111] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[112] As research did not resolve this issue, it is an area of investigation that may be examined through further intensive-level research.

[113] Traffic from U.S. Highway 99 through Yermo grew steadily from 1930, when the Agricultural Inspection Station was opened, through the 1950s until the counts terminated in 1964. The only exception to this steady growth was in the first years of World War II, although it continued to maintain a fairly high traffic volume even in these years of gas and tire rationing.

[114] Everett Smith, "New Foothill Highway Link is Dedicated," 16.

[115] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

and an important agricultural center, built a tourism infrastructure of hotels and auto repair and service facilities in the 1920s that remained relatively stable through the Great Depression.[116]

An infrastructure of agricultural labor and migration also developed along U.S. Highway 80. Historian James Gregory's history of Depression era migration to California, *American Exodus*, also indicates that an annual migration occurred from Texas to the Imperial Valley on U.S. Highway 80 in the 1920s to pick cotton in the harvest season. A large number of "lodgings" or workingmen's boarding houses were scattered through El Centro in the 1920s and 1930s.[117] During the prosperous 1920s the seasonal migrants attracted little hostility, but as numbers grew during the 1930s prejudice against "Okies" ran high in the southernmost part of the state. [118] More than 100,000 travelers a year entered California through Ft. Yuma during the 1930s, making U.S. Highway 80 a major route during the Depression era's relocation of internal population, especially from the southwest to California.[119] The Farm Security Administration established at least two formal migrant camps in the vicinity of El Centro.[120]

Like U.S. Highway 66, the other Southern California east-west routes had their origins in early travel to and within the Southland and consisted of a number of pre-existing state and local routes. U.S. Highway 60/70 (a co-signed highway) and U.S. Highway 80 are the other two east-west highways in Southern California. They are located south of U.S. Highway 66 and ran from the Arizona border to Los Angeles and San Diego, respectively. U.S. Highway 60/70 traversed San Bernardino, Riverside, and Los Angeles Counties and ran through major desert centers at Blythe, Indio, and northeast of Palm Springs. Through Los Angeles it was routed through, Pomona, West Covina, and El Monte. The landscape that it crossed was very similar to that of U.S. Highway 66: desert to the Coachella Valley east of San Bernardino with cotton fields, date groves, and citrus orchards through Indo, Redlands, and Riverside, and culminating in a path through developing suburban towns as it approached Los Angeles.

U.S. Highway 60/70 was not fully completed and designated as a U.S. Highway until 1932, so is difficult to compare it with the other southern routes in the 1920s. While parts of the route of the highway were in use in this period and an Agricultural Inspection Station stopped traffic along the road at Blythe, it did not function as a highway equivalent to U.S. Highways 66 and 80. In the early 1930s, when the California Division of Highways

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[116] Sanborn Insurance Maps, "El Centro," 1922; and 1922-1949, available in the digital map collection of the San Jose Public Library, San Jose, California.

[117] Sanborn Insurance Maps, "El Centro," 1922.

[118] James A. Gregory, *American Exodus*: *The Dust Bowl Migration and Okie Culture in California* (New York: Oxford University Press USA, 1991), 106.

[119] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[120] Farm Security Administration, Map of Work Camps in California, National Agricultural Library, in Series I, subseries 1, Documentary Files (1914-1939), Box1 in Special Collections. http://www.nal.usda.gov/speccoll/collect/history/usdaguid.htm (accessed 4 October 2010).

began substantially improving the state's desert highway routes, usage along U.S. Highway 60/70 substantially increased, surpassing the number of entries at Daggett by 1933 and nearly doubling usage along the route a year later. From the mid-1930s to World War II traffic on U.S. Highway 60/70 steadily increased.[121]

The *WPA Guide to California* of 1939 indicates that U.S. 60/70, which passed between Joshua Tree National Monument (created in 1936) and the Salton Sea in the desert, was sparsely populated with most businesses oriented to serving a tourist population.[122] Sanborn Insurance Maps for Blythe and Indio present a picture of towns with numerous accommodations for travelers, including both hotels and tourist courts, and a substantial number of service stations, garages, and auto service-related business.[123]

In the 1939 Los Angeles Planning Commission transportation plan, U.S. Highway 60/70 was designated as a route destined to be converted to a parkway.[124] Planning for what would become I-10 began in 1941 and was re-commenced after the war. The completion of I-10 c. 1973 between Blythe and Barstow replaced large parts of the old highway. At Barstow, I-10 provided a freeway alternative to both U.S. Highways 60 and 66 into Los Angeles.

The California Department of Agriculture began distinguishing trucks from other vehicle types in 1936. It is clear that by this time U.S. Highway 60/70 was by far the preferred truck route to Los Angeles. In the decade prior to World War II the only other route that attracted substantial truck traffic was U.S. Highway 80 through Ft. Yuma, but its truck count consistently remained lower than that at Blythe. Only once, at the height of the war in 1943, did truck traffic on U.S. Highway 66 (Dagget and Yermo traffic counts combined) rise to the level of its rivals. In 1943 truck traffic through Yermo on U.S. Highway 91 merging into U.S. Highway 66 rose substantially over that of previous or subsequent years. While probably war related, the reasons for this surge might inform a better understanding of the World War II military infrastructure on U.S. Highway 66 and the role the highway played in the war effort.[125] While the Agricultural Inspection Station statistics demonstrate the preference of commercial vehicles for U.S. Highway 60/70, they do little to explain why this is the case. It is possible that part of the traffic was generated by the cotton and date crops of Indio. Additionally, in Los Angeles U.S. Highway 60 provided the best access to Long Beach and San Pedro harbors southwest of the city. In the 1950s truck traffic continued to increase along U.S. Highway 60/70, rising from 28,000 in 1946 to 76,000 in 1960.[126] However, in the post-World

[121] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[122] Federal Writer's Project, *WPA Guide to California*, (New York: Pantheon Books, 1984), 625.

[123] Sanborn Insurance Maps, "Blythe," 1917 and 1926-1944; "Indio," 1928 and 1928-1939, available in the digital map collection of the San Jose Public Library, San Jose, California.

[124] Brodsly, 106.

[125] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[126] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

War II period, U.S. Highway 80 overtook U.S. Highway 60/70 as the favored Southern California east-west truck route.[127]

The advertising and booster literature for travel to California and particularly the Los Angeles area did not generally promote one auto travel route over another, although many hotel maps did show U.S. Highway 66 as a convenient route with close access to many tourist destinations. The *WPA Guide to California* provided a fairly comparable description and listing of tourist attractions for U.S. Highways 66, 80, and 60/70. Most travel guides included Redlands and Riverside on U.S. Highway 60/70 as attractions. The Mission Inn, a huge Spanish Revival fantasy in downtown Riverside, was highly recommended as both an accommodation and an attraction. By the late 1930s Palm Springs had become a destination in itself, with the 1939 *WPA Guide to California* noting that it was "one of the newest playgrounds of rich America" and a "transplanted section of Hollywood Boulevard," an allusion to the movie star colony that had established itself there beginning in the 1920s.[128] The guide descriptions of routes were generally factual accounts of the routes and their various attractions.

In Los Angeles the *WPA Guide to California* treats the Los Angeles area separately from any of the highways that provided access into the city. Although many of its suggested scenic tours were organized along the major highway routes, including U.S. Highway 66 through Pasadena, Highland Park and Hollywood, the highway designations do not figure in the discussion. Like many of the ACSC and All-Year-guides, the WPA guide assumed Los Angeles to be a final destination and was more concerned with providing sightseeing information for the city as a whole, rather than the attractions immediately associated with travel along a particular route.[129]

Although all of the "all weather" highways figured prominently in migration and tourism in Southern California, only U.S. Highway 66 seems to have captured the American imagination as more than a means of getting from one point to another, even if one of those points was California and the Pacific Coast. U.S. Highways 60/70 and 80 led to the same general destination and had comparable traffic counts, but they did not inspire their own songs or TV series, or end up as iconic images on everything from the walls of the Museum of Modern Art to thousands of t-shirts. The prominence of U.S. Highway 66 in part is a result of successive generations of tourist literature that appear to have been more prolific than that of the other southern California routes. The National Old Trails Road was among the very first routes mapped and signed by the ACSC, which unquestionably played a role in attracting motorists in the 1910s and 1920s. A number of guides through the 1920s and 1930s, including guides in 1923 and 1934 exclusive to the National Old Trails Road and U.S. Highway 66, continued to give the highway prominence among the alternative routes. Although joint highway guides rarely favored one highway over another, the volume of literature for U.S. Highway 66 seems to have been more extensive and therefore more assessable. Combined with well-publicized highway events such as the Bunion Derby and the Will Rogers, Jr. car caravan, the highway early and persistently made itself widely known. By the end of World War II it merited

[127] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[128] Federal Writer's Project, 628.

[129] Federal Writer's Project, 219-223.

its own guide book, Rittenhouse's *Guide Book to Highway 66,* at about the time that Bobby Troupe composed the popular and much recorded song that came out of his own journey along the route to California.

Description of transportation-related properties

Road segments and road-related features

In California, U.S. Highway 66 roughly followed the route of the Atchison, Topeka, and Santa Fe Railroad across the desert into the urban environs of Los Angeles. The early segments designated as U.S. Highway 66 were generally narrow and followed the natural topography. With improvements and upgrades through the years, the urban roadway typically had shoulders with some medians, straightened or banked curves, and side slopes. In its half century of service, U.S. Highway 66 in California evolved to meet increasingly stringent standards for heavier and faster traffic.[130] From the early days of highway construction, engineers and road builders were faced with design challenges to resolve issues such as the continuously shifting sands along the desert segments of the highway and washouts during heavy rains. An early response to drifting sand was construction of a plank road on portions of the route in the Mojave Desert. Portions of plank road were likely constructed from timber; however, research and survey completed as part of the MPDF did not reveal any extant sections of plank road or its method of construction. As sand dunes shifted or winds blew sand over the road, the highway had to be dug out and raised or lowered to accommodate the new topography of sand dunes.[131] In the 1920s the California Division of Highways conducted a study to develop a different strategy for addressing the issues caused by the sand dunes. The study found that sand dunes over 30 feet in height moved very slowly. Therefore, the resultant strategy was to construct the highway atop sand fills made level with the top of the 30-foot dunes. The sand fills were oiled to keep them from blowing away.[132]

As U.S. Highway 66 was upgraded from the 1930s through the mid-twentieth century, engineering features were incorporated into roadway design to resolve issues such as washouts during heavy rains and to provide for a safer highway. Road segments were generally straightened to remove sharp curves, widened, and received upgraded surfaces, including the use of concrete west of Cajon Pass. Erosion control and drainage features such as bridges, culverts, retaining walls, and spillways were constructed where needed along the desert highway segments subject to frequent washouts. Other engineering features included installation of curb and gutter and the construction of center median dividers, left turn lanes, and access ramps in the urban Los Angeles basin.

One of the most ambitious projects accomplished during the early years of U.S. Highway 66's history was the realignment of Cajon Pass between Victorville and San Bernardino. Between 1932 and 1934 the road was widened and a number of treacherous curves were removed. Additionally, Cajon Creek was channelized and a retaining wall was installed to resolve issues with repeated slides and flooding. In 1938 a major flood in the

[130] Cassity, 286.

[131] Baumgarten, 2.

[132] Baumgarten, 2 and 30.

canyon washed out a part of the recently improved Blue Cut and resulted in an alignment to place the roadway on more stable ground less prone to flooding.[133]

An aspect of highway planning that received greater attention after the 1930s was an awareness of the aesthetic dimension of road building and the role of landscaping. As part of the boulevard design concept the Division of Highways and Los Angeles County adopted for the urban segments of U.S. Highway 66, eucalyptus, palm, and orange trees were planted to border the length of roadways. In locations along the segment of U.S. Highway 66 also known as Foothill Boulevard, long allees of trees framed views of the snow-capped San Bernardino and San Gabriel Mountains.[134] Planters were also incorporated into the roadway design in certain locations, particularly along the Arroyo Seco Parkway. Other landscaping features along the urban segments of U.S. Highway 66 included stone retaining walls and wood railings and fencing, rather than the typical concrete, monolithic retaining walls, and decorative lighting. Landscaping along the desert segments of U.S. Highway 66 was limited to locations such as the roadside park at Cajon Pass, where trees were planted to provide shade over picnic tables.

Today, two categories of roadbed remain from U.S. Highway 66: roadbed segments still in use (as major and minor arterials, alternate routes, and frontage roads) and abandoned segments. Several types of roadway surface material may be found on existing segments of U.S. Highway 66; these may help date the road segment.[135] Road improvements occurred at different times in different locations, and in some cases an alignment was abandoned for a new one.[136]

After the construction of Interstate Highways and freeways, whole sections of U.S. Highway 66 were bypassed. However, in some locations, especially in the metropolitan regions west of Cajon Pass, segments remained in service as major and minor arterials, local roads, and frontage roads after the highway was decommissioned.[137] Segments of U.S. Highway 66 left in service as local and frontage roads are unlikely to retain original roadway surface materials, but may provide evidence of the improvements made to the roadway throughout the highway's history. This evidence would provide an understanding of the technology of highway construction and transportation engineering.[138]

Abandoned segments of U.S. Highway 66 are found primarily in the Mojave Desert. Survey efforts identified one section of abandoned roadway in the Cajon Pass. The segment is characterized as a four-lane divided highway

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[133] Everett Smith, "Restoring Cajon Pass Highway," 18.

[134] E.Q. Sullivan, "New Foothill Boulevard Will Have Four Lanes," *California Highways and Public Works* 15, September 1937, 6.

[135] Bischoff, Vol. I, 147.

[136] Bischoff, Vol. I, 147.

[137] Bischoff, Vol. II, 47.

[138] Cassity, 287.

with a concrete surface with curb and gutter. Two lanes currently serve as a frontage road and two lanes are closed to traffic. The curb displays an impression from the contractor indicating it was constructed in 1952. In metropolitan areas, former alignments became part of the local network. Due to significant population growth throughout the twentieth century, the metropolitan areas' road networks have experienced ongoing improvements and upgrades to meet increased traffic demands.[139] Abandoned segments vary in condition and generally are recorded as historical archeological sites. These segments may represent unaltered examples of road construction or provide information on methods of construction at particular periods in California highway design and construction history.

Roadside parks

Historically, additional elements of the transportation network of U.S. Highway 66 included roadside rest areas and parks. Survey efforts during the preparation of the MPDF revealed one roadside rest area in the Blue Cut area of the Cajon Pass in San Bernardino County. Any buildings associated with this rest area are nonextant. It is characterized by an extended gravel shoulder area for automobile parking centered around a concrete pad (perhaps remnants of building) with trees and a stone retaining wall overlooking the valley below. One urban park, Sycamore Grove Park located at 4676 North Figueroa Street in Los Angeles, features buildings that function as a band shell, a restroom, a concession stand and park maintenance buildings along with park benches and picnic tables. Additional examples of roadside rest areas and parks are known to have existed, especially in the Mojave Desert portion of the route. In general, roadside rest areas and parks were constructed to provide respite for travelers, and typically featured amenities such as picnic tables and trees for shade. Scenic vista points and turnoffs provided travelers with places to take in the scenic landscape or access travel stops or recreational sites along the highway. Although scenic vista points and turnoffs were identified in U.S. Highway 66 tourism literature, research did not reveal a specific government-sponsored program to construct scenic vista points or turnoffs along U.S. Highway 66, and survey efforts did not identify extant examples although vistas points and turnoffs are known to have existed, especially in the Mojave Desert portion of the route.

Bridges

Bridges were integral elements of the U.S. Highway 66 network and should be considered collectively with the transportation network. Bridge types along California's segments of U.S. Highway 66 varied depending on construction date and location. Bridges in place before U.S. Highway 66 was designated were typically single-span steel through trusses and pony trusses commonly used in the late nineteenth and early twentieth century.[140] As U.S. Highway 66 in California was upgraded, steel girder and timber stringer bridges were built along the highway's desert segments. Utilitarian in nature, these bridges did not reflect significant engineering or aesthetic considerations in their design.

[139] Bischoff, Vol. II, 73.

[140] Bischoff, Vol. 1, 147.

According to historian Matt Bischoff, a unique bridge style incorporating reinforced concrete technology emerged in California in the early twentieth century and became the state's preference for bridge construction, especially along the urban segments of U.S. Highway 66. He states that "Reinforced-concrete bridges are, in fact, more numerous in California than in any other state and were used much earlier than in most states."[141] Reinforced concrete bridge types along urban segments of the route included open and closed spandrel arch, concrete slab, rigid frame, and semi-rigid frame box girder.[142]

In metropolitan areas, consideration of aesthetics in bridge design was important, especially for the monumental, gateway structures.[143] For less monumental bridges, modest aesthetic elements, such as pared-down modernistic design and minimally ornamented railings, were incorporated into the design.[144] While not bridges, the Figueroa Street tunnels that pierce the hills of Elysian Park along the Arroyo Seco Parkway in Los Angeles provide important examples of roadway structures with decorative entrance portals.

Several bridges historically associated with U.S. Highway 66, including the Colorado Street Bridge in Pasadena and a number of bridges associated with the Arroyo Seco Parkway, have already been listed in the National Register.

Agricultural inspection stations

Agricultural inspection stations were constructed on various main highways and border locations in California in an effort to prevent the import and spread of parasites and diseased fruits and plants that are harmful to the state's agricultural industry. Because these buildings are related to the process of conveying materials, this property type is considered under this historic context.

Survey and research revealed one agricultural inspection station constructed along U.S. Highway 66 remains, located east of Daggett, and operated until 1967. At the Daggett station, westbound travelers were stopped and each vehicle was thoroughly searched. Plants, fruits, and vegetables were confiscated, and travelers were given an inspection and admission certificate to continue into the state.[145] Other stations along the route are not known to be extant. Agricultural check stations also served as data collection points for statistics about travelers into California. Agricultural inspection stations typically consisted of multiple traffic lanes (connecting the highway to

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[141] Bischoff, Vol. 1, 147.

[142] Michael Zimny, *Colorado Street Bridge National Register of Historic Places Inventory – Nomination Form*, 1980; Margaret Leslie Fay, *Oaklawn Bridge and Waiting Station National Register of Historic Places Inventory – Nomination Form*, 1972; Janice Calpo and Portia Lee, PhD, *Arroyo Seco Parkway Historic District, Los Angeles, California,* National Register of Historic Places Registration Form, 2008.

[143] Bischoff, Vol. 1, 147.

[144] Calpo and Lee, Section 7, pages 3-4.

[145] Russell A. Olson, *Route 66 Lost & Found: Ruins and Relics Revisited, Vol. 2*, (St. Paul, Minn.: Voyager Press, 2006), 140.

the inspection area), covered parking areas, and buildings to house functions such as offices and mechanical systems.

U.S. Highway 66 as a Migratory Route, San Bernardino and Los Angeles Counties, California, 1926-1974

Introduction

U.S. Highway 66 in California played an important role as a migratory route from the time of its designation as a part of the U.S. Highway system. Several distinct waves of migration from the 1920s through the 1970s assisted in the development of Southern California. Well-recognized patterns of migration included the Sunshine Migration (1920s), Depression-era migration (1930s), World War II and defense migration (1940s), and Post-World War II migration (1950s-1970s). The highway carried large numbers of people in each of these successive migrations, thus contributing to an important shift in internal population in the U.S. and patterns of settlement within the West and in California.

The population of California grew steadily from the 1920s to World War II and then virtually exploded in the postwar years. Economics loomed large as a motivation for coming to California from the Gold Rush era through the post-World War II economic boom years, but people came for other reasons as well. The weather played an important role, as did the romantic image of California as the “Mediterranean” or “Italy” of the U.S. Well up to World War II, California’s Spanish heritage added an air of exoticism to the Southland. In the postwar era, the image of Los Angeles came to be associated with “cool,” a world of sleek convertibles, modernist architecture, freeways, and industries, such as aeronautics, that embodied the future.

In Southern California, Midwestern and Southwestern states accounted for much of the internal migration. In contrast to San Francisco, which was a city of primarily nineteenth century Irish, German, Scandinavian, and Italian immigrants, Los Angeles was a city of twentieth century migrants from other states who were predominately white and protestant. Although the migration to California steadily increased year after year, its composition changed from one decade to another, reflecting the social trends in the country at large. From the 1920s onward most migrants came by auto, and U.S. Highway 66 was a major route for bringing people to settle in the “Golden State.”

In 1924 the State of California began gathering statistics on vehicular traffic entering the state. Highway entry information was collected by the California Department of Agriculture as a byproduct of the state’s agricultural inspection program. Agricultural inspection stations on main highways stopped entering vehicles to check for blight or pests that might damage the state’s citrus industry or other specialty crops. The information that the program collected from its inception through the 1960s provides a broad picture of highway usage and various types of vehicular travel over time. However, the data has a number of deficiencies when it comes to providing detailed information on migration. The earliest statistics of border crossings provide figures only for gross numbers of vehicles coming into the state in a given year. The Department of Agriculture became more sophisticated in the 1930s and began to count automobiles separately from busses and trucks, as well as

distinguishing between "foreign" cars (i.e., those from out-of-state) and local traffic.[146] Unfortunately, "foreign" automobiles were defined as those carrying luggage and no differentiation was made between visitors with a few suitcases and a vehicle piled with a family's possessions. The broad definition given to "foreign" cars makes it difficult to assess with any degree of statistical accuracy the number of travelers who qualified as migrants rather than those who were just visitors or tourists. Nonetheless, these data provide us with a broad understanding of automobile entry into California prior to the construction of the state's freeways and Interstate Highways, and provide insights into the patterns of migration from various places in the country.

The Sunshine Migration in the 1920s

Prior to the 1920s, those migrating to Southern California did so primarily by railroad in what historian and journalist Carey McWilliams dubbed the "Pullman-car migration," which lasted from the 1880s through the early twentieth century.[147] The railroads played a dual role in this migration, serving not only as the carrier but also as a booster and ultimate beneficiary of this orchestrated westward movement. The railroads were the first major promoters to establish well-thought-out, multi-level campaigns that involved media publicity, settlement agents, land bureaus, and real estate interests. The Southern Pacific Railroad ran "emigrant trains" that brought Midwesterners to spend an organized week or two in the Southland viewing new subdivisions, local scenery, and attractions while enjoying the mild weather and contemplating permanent relocation. Prior to the 1920s, the automobile played only a minor role in the "booms" that brought thousands of new residents to Southern California. Although, it is worth noting that the earliest auto guides, in addition to providing information on roads and road conditions, consistently advertised "shipping service," which would send an auto owner's vehicle by rail to meet them in California without having to brave the uncertainties of the road in between.[148]

The auto began to play a more significant role in migration in the 1920s, in part due to improved auto technology that made cars more reliable, a substantial increase in auto ownership among the middle-class, and improvements in cross-country highways. McWilliams attributes the migration "boom" of the 1920s in large part to the automobile and asserts that the boom was both the "first great migration of the automobile age" and "the largest internal migration in the history of the American people."[149] While this might be a slight exaggeration, during the decade from 1920 to 1930 more than two million people moved into California, with 72 percent of them settling in Southern California. During this period, this social trend resulted in Los Angeles surpassing San Francisco in size, becoming the largest city in California and the tenth-largest city in the U.S.[150] Migratory routes, including U.S. Highway 66, which carried these migrants played an important role in facilitating this trend.

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[146] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964." The separation of busses and autos began in 1932; the separation of commercial trucks in 1936.

[147] McWilliams, *Southern California: An Island in the Land*, (Salt Lake City: Peregrine Smith, Inc., 1973), 99, 126-127.

[148] Clausson Map of Southern California, 1926. Available in the Charles E. Young Research Library, Special Collections, University of California Los Angeles.

[149] McWilliams, *Southern California: An Island on the Land*, 135.

[150] Kevin Starr, *Material Dreams: Southern California through the 1920s*, (New York: Oxford University Press, 1990), 69.

Traffic over Southern California's "all-weather" highways (U.S. Highways 66, 60/70, and 80), a description that referred to a road's drive-ability the entire year, increased throughout the decade. In 1924, the first year the state of California counted vehicles entering the state, 88,000 travelers crossed the state line into California. By 1929 this number had increased to 188,000.[151] Over the entire decade, approximately 1,200,000 vehicles entered California, and U.S. Highway 66 carried approximately 25 percent of traffic entering the state during this decade from the seven highways counted, which included U.S. Highways 6, 40, 50, 60/70, 66, 80, and State Route 88.[152]

Until the Great Depression of the 1930s, the in-migration to Southern California was comprised of those of modest to middle-class means who came from within the U.S.[153] Historian James Gregory argued that "…the initial [pre-1930] migrations to California can be understood as a conventional westward trek by moderately well-off opportunity seekers."[154] Although the economic status of migrants remained relatively stable through the 1920s, the point of origin for many migrants shifted markedly from the East Coast in the late nineteenth century to the Midwest in the twentieth century. During the 1920s, the majority of Southern California in-migration came from Illinois, New York, Ohio, Missouri, Iowa, Pennsylvania, and Kansas.[155]

Depression Era migration in the 1930s

The image of U.S. Highway 66 during the 1930s has been heavily shaped by the *Grapes of Wrath,* John Steinbeck's saga of the Joad family, which was made into a popular film starring Henry Fonda. This image of destitute refugees from the "dust bowl" states (Oklahoma, Arkansas, Texas, and Missouri) was reinforced by the photographic images and research of Dorothea Lange and Paul Taylor and the music of Woody Guthrie.[156] Recent scholarly work on the Great Depression and rural migration has concluded that, while there were

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[151] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964." The number of vehicles entering through Southern California exceeded all other entry into the state throughout the decade.

[152] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964." Throughout the period traffic from out-of-state utilized U.S. Highway 66 and U.S. Highway 80 in roughly equal proportions, with a slight predominance in favor of U.S. Highway 80. During the 1920s U.S. Highway 60 played a minor role in Southern California automobile transportation, recording only 3,900 crossings.

[153] McWilliams, *Southern California: An Island on the Land*, 161; Kevin Starr, *Material Dreams: Southern California through the 1920s*, 70; Gregory, 9. Carey McWilliams first developed an analysis of early southern California migration that emphasized the areas middle-class, white, and protestant origins. Kevin Starr took up this argument in *Material Dreams: Southern California through the 1920s*, supporting his analysis with evidence of widespread suburban home ownership and automobile ownership for the area that exceeded that of most other metropolitan area.

[154] Gregory, 8-9.

[155] McWilliams, Southern California: An Island on the Land, 161.

[156] These photographs were taken as a part of the New Deal Farm Security Administration documentation project. Many of Lange's most famous images were recorded in the Central Valley of California. Paul Taylor was an economist married to Lange who conducted interviews and gathered economic data.

desperate migrants on the roads in the 1930s, the actual picture of the so-called "dust-bowl" migrations is more varied and nuanced than the common stereotype. Migrants headed for California were a more diverse group than has been formerly recognized, in terms of financial circumstances, occupation, and background. Additionally, entry statistics and other research on migration patterns suggest that, while U.S. Highway 66 was an important migratory corridor, the paths of the 1930s migrants took them on other highways, as well as off the main highways in search of temporary work.

The loss of population from the western-most southern states and from the Midwest was well underway in the 1920s; this was a result of changing farm technology, market conditions, and soil depletion that was in motion long before it reached a crisis point during the Great Depression. Historian Walter Nugent recognized that in general, the migration from these areas to the western states actually decreased during the Great Depression; although, westward migration was greater than any other internal migration during the decade.[157] The Great Depression, however, did little to diminish the stream of travelers coming into California. The 1930s, like the 1920s, saw a steady growth in border crossings with over half a million vehicles entering the state in 1933. Forty-nine percent of border traffic in 1933 entered California on the Southern California all-weather routes: U.S. Highway 66, 60/70, and 80.[158]

Entry statistics collected by the California Department of Agriculture are useful in understanding the complexities of the 1930s migrations and the role that U.S. Highway 66 played in the movement of an agricultural and industrial working class from the U.S. heartland to California. Until 1930 traffic on U.S. Highway 66 was counted at the Daggett Agricultural Inspection Station, east of Barstow, and only included those automobiles that crossed into California at Topock. During this decade highway usage counts began to include traffic intersecting into U.S. Highway 66 from U.S. Highway 91, just northeast of Barstow, entering from Nevada. In 1930 a new agricultural inspection station established at Yermo on U.S. Highway 91 began counting the previously ignored stream of traffic entering California via Las Vegas. In Barstow this route linked into U.S. Highway 66, which then proceeded into Los Angeles. Historian James Gregory points out that, contrary to the commonly held image that all "Okie" migrants headed directly for California's Central Valley, urban Los Angeles was the most popular destination for dust-bowl migrants. Los Angeles accounted for 38 percent of migrant destinations between 1935 and 1940, with the San Joaquin Valley accounting for 28 percent.[159] While Gregory does not dismiss the importance of farm laborers, he cautions that the dust bowl migrants were diverse in both their class and occupational origins and in the destinations they sought in California. Of those who fled the dust bowl conditions, a large number were blue-collar workers that headed to the Los Angeles area.[160]

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[157] Walter Nugent, *Into the West: The Story of its People*, (New York: Alfred A. Knopf, 1999), 241.

[158] California Department of Agriculture, "Automobiles Inspected At Border Stations 1924-1964."

[159] Gregory, 41. Gregory also points out that family ties often influenced migrants' choice of destination – they migrated to areas where family or former neighbors had preceded them.

[160] Gregory, 16-17.

U.S. Highway 66 was a principal westward migratory route during the Great Depression. Overall, it appears to have accounted for approximately 43 percent of the entry traffic through Southern California during this period.[161] Michael Cassity, in the *Route 66 Corridor National Historic Context Study,* suggests that "Highway 66 states seem to have dominated the exodus" in part due to the proximity of the route to some of the areas worse affected. He found those areas that contributed the largest number of migrants to the exodus from Oklahoma were never more than 35 or 40 miles from the highway.[162] California historian Carey McWilliams, writing in the 1940s, was one of the first to note that many of the Great Depression migrants were blue-collar workers whose destination was urban Los Angeles, not the farm fields of the Imperial or Central Valleys in California.[163] This observation is supported by Gregory's later work, which found that blue-collar workers with a range of skill levels, as well as a small number of white-collar professions, made up 56 percent of those who migrated to California from the dust bowl, while those from the agricultural sector accounted for 43 percent.[164] For blue-collar migrants, U.S. Highway 66 provided a direct route to the urban center of Los Angeles.

As this data on urban destinations suggests, migration in the 1930s was not simply composed of an agricultural proletariat seeking migrant farm labor jobs. Of the migrants who had been engaged in agriculture in the south, a high number were tenant farmers, rather than owners driven off their family farms.[165] According to Nugent, only a minority of migrants became migratory farm workers once they reached California, while a large proportion "settled in factory or service jobs."[166] However, in an area that had become accustomed to a relatively affluent migration in the 1920s, the migration of the 1930s brought a new class that, if not necessarily destitute, was not as well off as in the past. There was also a shift in the point of origin for migrants, with a substantial increase in those coming from Texas, Colorado, Utah, and Arizona by 1930, and in the latter part of the decade from Texas, Oklahoma, and Kansas.[167]

For those seeking agricultural work, the route to and through California did not always follow a single path. Many agricultural migrants left U.S. Highway 66 to follow crops and harvests that could provide interim income. They would later return to the highway to make progress toward their ultimate goal of reaching California. Historian Martha Weisiger, in the *Journal of Arizona History*, has documented the detours that many migrants made in

[161] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[162] Cassity, 115.

[163] Cassity, 115.

[164] Gregory, 16. Gregory used U.S. Census Bureau population statistics in calculating dust bowl outmigration and settlement figures for California.

[165] Gregory, 17.

[166] Carey McWilliams, *Ill Fares the Land*, (New York: Farber, 1945), 197.

[167] McWilliams, *Southern California: An Island on the Land*, 161.

Arizona in the 1930s to pick cotton in the Casa Grande Valley south of Phoenix.[168] Cassity also supports the idea that migrants on U.S. Highway 66 and other routes "…often took detours and had delays to make enough money to see them through the next part of their journey."[169]

In California, U.S. Highways 60/70 and 80 passed through the Coachella and Imperial Valleys respectively, both of which offered more potential than U.S. Highway 66 for temporary agricultural work. The Farm Security Administration established migratory labor camps at Brawley (off U.S. Highway 80) and Coachella (on U.S. Highway 60/70), but not along U.S. Highway 66, indicating that the former routes may have attracted more agricultural migrants while the latter may have served a more urban migratory population.[170] The evidence for informal migrant camps on U.S. Highway 66 is spotty, consisting largely of historic archeological trash deposits in the Mojave Desert.[171] In his history of the Cajon Pass, John Hockaday discusses an informal squatter's camp known by locals as "Okie Flats" located in the Blue Cut area of Cajon Pass and a "transient camp" at Cozy Dell Ranch, which may also have housed Civilian Conservation Corps (CCC) workers and highway construction crews at different times. He also refers to a 200-man transient camp established in 1933 at Devore on U.S. Highway 66 to accommodate the "winter unemployed." It is unclear if this later reference was to voluntary camping site or a holding camp for those who were apprehended for vagrancy.[172] Hockaday notes that Devore residents remember the camp being for "minor offenders."[173]

Not all migrants came to Southern California via automobile. Busses, or "stages" as they were termed in the 1920s and 1930s, were a steadily growing component of all-weather road traffic in the state. Part of the growth was due to the continued improvement of bus design from a multi-passenger coach that at first resembled an elongated motor car to a highly specialized vehicle similar to what we know today. Originating in the 1920s, early bus travel was used primarily for short distance inter-city travel and as vehicles for organized tours and group trips. However, bus transit emerged in the 1930s as a mature business that provided both inter-city and cross-country transportation. Greyhound, which started as a service between Hibbing and Alice, Minnesota, in 1922, was operating 844 buses throughout the country by 1933 under a complicated organization of regional

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[168] Weisiger, Martha, "Mythic Fields of Plenty: The Plight of Depression-Era Oklahoma Migrants in Arizona," *The Journal of Arizona History*, 32, No.3, Autumn 1991, 241.

[169] Cassity, 119.

[170] National Agricultural Library, in Series I, subseries 1, Documentary Files (1914-1939), Box1 in Special Collections, http://www.nal.usda.gov/speccoll/collect/history/usdaguid.htm (accessed 4 October 2010).

[171] Bischoff, Vol. 1, 81 and 98.

[172] John Hockaday, *From Indian Trail to Modern Highway: Trails and Tales of the Cajon Pass*, (Etiwanda, California: Buckthorn Publishing, n.d.), 288,

[173] John Caughey*, A Remarkable State's Life History*, (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1970), 499; Kevin Starr, *Embattled Dreams: California in War and Peace 1940-1950*, (New York: oxford University Press, 2002), 66-67,

subsidiaries. Another carrier, National Trailways, was organized in 1935 as a system offering transcontinental service.[174]

Bus usage may also have steadily increased as a result of the economic depression of the 1930s. Historians John Jakle and Keith Sculle found that bus travelers were by-and-large blue-collar workers who lacked the means to buy an automobile. In their words, "busses became the preferred mode of travel for Americans on limited incomes."[175] While there is no way to confirm this demographic specifically for California, bus travelers in the 1930s may have been more likely to be job seekers than tourists. Bus traffic levels through the Mojave Desert portion of U.S. Highway 66 fell consistently far below that of the other Southern California east-west highways.[176] For those seeking agricultural employment, Ft. Yuma in the fertile Imperial Valley and Blythe in the date-growing region were more logical entry points than the agriculturally barren stretch of road west from Topock to Victorville. Although the migratory population using busses cannot be precisely determined, this form of transportation no doubt contributed to the influx of migrant workers to Southern California during the Great Depression and saw a steady increase over the decade.

World War II and defense migration in the 1940s

In many ways, the war-time migration to Southern California was a continuation of the 1930s "dust bowl" population relocation. The majority of migrants were job seekers looking for work in the defense industries beginning in the late 1930s. This migration expanded exponentially after the attack on Pearl Harbor. San Diego, Long Beach, and Los Angeles were the departure points for troops being sent to the Pacific and the home of major defense-related industries such as Lockheed and Douglas Aircraft Company. California was also a bread basket for the war effort, which depended on the agricultural production to keep troops fed. Agricultural production increased during the war by almost threefold over the production figures for 1939.[177] U.S. Highway 66 played a dual role during the war as a corridor for job seekers and as a route connecting military and training facilities in the desert region of the highway.

As America began to prepare for war in the late 1930s, Southern California's economy was substantially weighted toward service jobs over manufacturing.[178] While the nation as a whole was more or less equally divided between the numbers of workers engaged in manufacturing and those service industries, California's economy was split one-third in manufacturing and two-thirds in service jobs.[179] As the manufacturing sector grew, particularly in

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[174] Jakle and Sculle, *Motoring, the Highway Experience in America,* 192-193.

[175] Jakle and Sculle, *Motoring, the Highway Experience in America,* 201.

[176] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[177] Caughey, 497.

[178] Caughey, 492; McWilliams, 236-237. McWilliams argues in the absence of large industrial growth in Los Angeles in the 1920s, service employment rose by 90 percent.

[179] Caughey, 492, 504.

aircraft and steel production, much of the need for manufacturing labor was met by shifting the existing workforce into industrial-related jobs. However, this shift alone was wholly inadequate to meet the needs of war-time production. In 1939, 381,000 workers were employed in industrial manufacture in California, but by 1943 that number had more than tripled to 1,121,200.[180] A majority of job seekers came from states in the south and to the west, continuing the pattern of migration characterized the 1930s, drawn to defensive-related industries in both Northern California centered on the Bay Area and Southern California centered on Los Angeles and San Diego. The wartime need for agricultural goods also increased the work force in that sector by 31,000 jobs during the war years.[181]

Overall, the population growth during the war exceeded any rate previously attained in Southern California's many "boom" cycles, a trend that continued into the postwar years.[182] The numbers of migrants coming to the state in autos, however, declined on all routes between 1943 and 1944. War rationing of gas and tires and the restrictions on passenger car manufacture brought about a general decline in civilian traffic.[183] By 1943 traffic on all Southern California routes had declined from prewar levels.[184] Part of the decline in the entry counts at the Agricultural Inspection Stations may be due to the loss of tourist travelers, since few people were taking pleasure trips during the war. The loss of traffic was particularly reflected at the Daggett station. While U.S. Highway 66 carried some migratory wartime traffic, it was much reduced from the prewar levels of the 1930s. In 1943 traffic passing through the Daggett Inspection Station was one-third less than the levels recorded in 1939 (roughly 58,000 in 1943 and 76,000 in 1939 at the Daggett station). The next year saw a slight increase, but the overall count remained below the prewar levels, a trend also reflected on U.S. Highway 60/70 (roughly 88,000 in 1943 and 120,000 in 1939 at the Blythe station). The one notable increase in this period was in truck traffic coming into U.S. Highway 66 via Las Vegas.[185]

Early in the war effort, California was selected as a major center for troop training. Most of this training was carried out at bases in the coastal zone of southern California and in the Bay Area. Two large facilities, however, were located in the Mojave Desert. The Air Force established George Air Force Base, a training field near Victorville, and the Army established the Desert Training Center, where troops trained for desert warfare and the North Africa campaign. This latter facility was spread across three states with headquarters in Indio, but a substantial component of operations was located near Needles.[186] The Mojave Anti-Aircraft Range (later Fort

[180] Caughey, 504. This accounts for the migration for war-related work in Northern California particularly industries in the Bay Area.

[181] Caughey, 504.

[182] Caughey, 504.

[183] Cassity, 186.

[184] California Department of Agriculture, "Automobiles Inspected At Border Stations 1924-1964."

[185] California Department of Agriculture, "Automobiles Inspected At Border Stations 1924-1964."

[186] Caughey, 499; Kevin Starr, *Embattled Dreams: California in War and Peace 1940-1950,* 66-67.

Irwin) was also established near Chambless, and the Marine Corps Supply Depot near Daggett operated to supply materials for the war in the Pacific.[187] The majority of troops that served at these installations were brought in by train, but their presence no doubt contributed to an increase in intra-regional traffic along the highway, particularly of military traffic among the desert installations and by troops who travelled from their bases to roadside cafes, bars, and local towns when granted leave time.

U.S. Highway 66's designation as a part of the Strategic Highway Network[188] of defense routes may have played a role in logistical decisions to establish or expand military facilities in the Mojave Desert. However, many other factors were important in military planning and decision-making. Research did not reveal the role that specific military facilities, in whole or in part, played in the development of U.S. Highway 66 under the sub-theme of World War II military migration. Since the effect that military programs on highway development in California is not understood, this is an area of further intensive-level research.[189]

Post-World War II migration

Following the end of World War II, travel to California virtually exploded. In 1950 more than 150,000 automobiles went through the Daggett Agricultural Inspection Station, almost double the prewar numbers of between 75,000 and 85,000 per year.[190] The most dramatic increases occurred on U.S. Highway 91 via Las Vegas, which merged into U.S. Highway 66 at Barstow. More than 415,000 autos were counted at the Yermo Agricultural Inspection Station in 1950. By 1954 the Daggett count alone had climbed to over 300,000, with Yermo traffic registering 619,000 automobiles. By comparison, U.S. 60/70 carried 280,000 autos at the Blythe station in 1950, 353,000 by 1954, and 462,000 by 1960. Increases on U.S. Highway 66 in the 1960s were even more dramatic with more than 500,000 automobiles passing annually through Daggett by mid-decade.[191] These figures represent both migrants who came to California to stay and tourists who took to the roads following the war.

In the immediate postwar era many attractions drew new migrants to settle in California. In the words of historian Kevin Starr, "It was a time of growth and abundance and this, in turn, engendered a persistent note of optimistic

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[187] Jack D. Rittenhouse, *A Guide Book to Highway 66,* (Albuquerque: University of New Mexico Press, 1989), 112-121; Cassity, 185.

[188] See "Highway development in the United States and California, 1930 through World War II" under the historic context of Transportation for further information on the Strategic Highway Network.

[189] If further intensive-level research and survey finds that U.S. Highway 66 had an important role with this subtheme, associated property types will need to be identified. Associated property types will require an important and direct association under this subtheme to be considered historically significant. Further research efforts may include a review of military and civilian records from the period to determine if, and to what degree, U.S. Highway 66 played a direct and important role in the siting and operation of military facilities or defense-related industries.

[190] California Department of Agriculture, "Automobiles Inspected At Border Stations 1924-1964."

[191] California Department of Agriculture, "Automobiles Inspected At Border Stations 1924-1964."

boosterism."[192] With the Cold War and the Korean War rapidly underway in the 1950s, defense industries continued to grow and create a demand for labor. Suburban development and construction expanded enormously with the foothill communities of the San Gabriel Valley, the San Fernando Valley, and Orange County among the fastest growing areas. One of the casualties of this era of suburban expansion was the pastoral citrus grove landscape that had characterized the San Gabriel Valley portion of U.S. Highway 66 between San Bernardino and Monrovia. During the war years, Henry Kaiser expanded his huge steel plant in Fontana, changing the citrus-based local economy to an industrial one. Between 1950 and 1960, California's population increased from 10 to 15 million residents and rose another five million by 1970. The majority of these newcomers made their homes in postwar suburbs.[193]

Description of migration-related properties

Auto camps (migrant roadside camps)
As archeological sites, remnants of migrant roadside auto camps may provide an understanding of the nature of early travel across U.S. Highway 66 by understanding the activities and materials associated with periods of auto encampment by travelers along the route. Roadside auto camps served as an inexpensive alternative to hotels in the early years of travel along U.S. Highway 66. Motorists would pack their cars with the supplies needed for camping and set up campsites wherever they chose along their route. Often these campsites would be set up on private property without the owner's permission. Since these roadside auto camps were not organized and not consistently used as camping locations, it is likely the only remains of auto camps may be fire circles, trash dumps, and tire tracks. Bischoff notes sites from the 1930s near Amboy that may be associated with this context.[194]

Auto and Tourism Businesses on U.S. Highway 66 in California, San Bernardino and Los Angeles Counties, California, 1926-1974

Introduction
Road construction took advantage of the route established through Southern California by the railroads. For much of its length, particularly through the Mojave Desert, the route of U.S. Highway 66 paralleled the gradual grade of the railroad line.[195] In the desert the close proximity of the railroad tracks and the road provided automobile travelers with the advantage of services already established at the communities and railroad sidings, particularly access to water. Prior to World War I the auto trip across the Mojave Desert could take up to four days and water stops in the desert were as important to automobile travelers as they were for the railroad. Water

[192] Starr, *Golden Dreams: California in an Age of Abundance 1950-1963*, Preface x.

[193] Starr, *Golden Dreams: California in an Age of Abundance 1950-1963*, Preface x.

[194] Bischoff, Vol. I, 81 and 98.

[195] Bischoff, Vol. II, 29.

supplies at railroad communities and sidings continued to be used by automobile travelers into the 1920s.[196] Gas and auto service stations increasingly developed along the road, as did overnight accommodations and restaurants. Based on population and local economies, business growth in the desert portion of the route appears to have been largely in response to traffic along the route and less in response to local demand. As the route approached the San Gabriel foothills, the railroad and alignments of the route diverged more frequently in places such as La Verne, Duarte, and Arcadia.[197] As the pattern of urban settlement increased into the Los Angeles basin, existing businesses serving local demand likely benefited and the demand for auto and tourism goods and services likely led to the creation of additional businesses.

U.S. Highway 66 also served as a major corridor for tourists seeking to experience California and the Southwest, and provided a transportation system for local and regional residents. Tourism was one of the major industries of the region and was actively promoted by a number of well-organized, well-financed organizations. It contributed significantly to the economy of the region. The advertising, promotion, and encouragement of tourism, especially auto tourism, helped to create auto- and tourism-centered businesses that provided goods and services to travelers along the route. Entrepreneurs recognized business opportunities by providing accommodations, food, auto service, and supplies to tourists and travelers.

Auto and tourism businesses occurred in close proximity to the highway and tended to be organized into two basic patterns: in established towns and isolated clusters along the highway. Towns such as Needles, Barstow, and Victorville had an extensive core of auto and tourism businesses that were found both in the town center and along the highway as it entered and exited the community. Isolated clusters consisted of auto services adjacent to the route at locations sometimes associated with a former railroad watering or fueling station along the desert portion of the route.[198] Examples of isolated clusters of commercial facilities were found at Goffs, Danby, Amboy, Ludlow, and Newberry Springs. Many of these clusters of commercial facilities, like the Murphy Brothers General Store and Restaurant established in Ludlow in 1919, are now ruins.

The auto as a recreational vehicle

It was only natural that early automobilists would pursue the adventure and challenge of touring the West in the comfort and privacy of their own automobiles. Unlike train passengers who were confined to established stops and schedules, the driver of a car could take detours, stop at will, and make the acquaintance of local residents. These early cross county trips were not for the faint of heart. A car trip of any distance required substantial financial resources, careful preparation, and the hauling of one's own repair tools and supplies. Despite the potential hardships to be encountered, Horatio Nelson Jackson completed the first auto cross-country trip in 1903

[196] Bischoff, Vol. I, 44.

[197] Route 66 Web and Atlas, Map of Route 66, California. http://www.stjo66.de/images/66-CA2005-1 (accessed 2 March 2011).

[198] They were often located in close physical proximity to former railroad water tanks. These railroad watering sites sometimes included worker housing and/or maintenance sheds, but were not actual towns.

from San Francisco to New York City and was followed by a number of other pioneers, including the young Edsel Ford, who drove from Detroit to San Francisco in 1915.[199]

Within a few decades these pioneer motorists were followed by hundreds of motoring families on vacation. Middle class auto ownership rose rapidly in the 1920s as the cost of purchasing a car went down and time-payment plans became available. By 1920 a modest Ford Model T runabout could be purchased new for $290, and the numbers of competing auto dealerships were increasing rapidly in cities and towns.[200] The automobile, initially a plaything of the wealthy, was beginning to be seen as a necessity of family life. By 1922 the average American automobile owner was a married man, 33 years old, with a job, a bank account, and a family.[201] The automobile also democratized the vacation, making it possible for the largely white middle class to travel longer distances at less expense. The auto allowed the traveler to economize by carrying or purchasing his own groceries, camping along the roadside, or staying at the rapidly increasing number of tourist courts that were both less formal and less costly than hotels. Whole industries arose to cater to these new automobile tourists and changed the roadside landscape accordingly. Services in the form of gas, oil, and auto repair arose to keep autos running and on the road.

Initially, these auto-centered businesses tended to be small local operations, but gradually gave way in the 1930s and 1940s to corporate franchises with their own trademark buildings and signage. Cafes, restaurants, and "drive-in" food stands proliferated to serve not only a local clientele but through travelers. In many parts of the country souvenir shops and "trading posts" became a part of the roadside landscape. The hotels that had largely served commercial travelers and railroad passengers, such as the Harvey Houses, also became auto destinations and were supplemented by commercial camp grounds, tourist courts, and motels. Inventive roadside signage emerged to direct travelers to natural sites such as springs, lakes, and volcanic craters, and to man-made attractions such as alligator parks, ostrich farms, and reptile parks. These travel-related businesses and attractions changed both the urban and rural roadside landscape. In urban areas street corners, which could be accessed from more than one direction, became the sites of gas stations. Auto services were clustered along streets and boulevards with retail stores selling auto accessories. In Los Angeles on streets like Santa Monica Boulevard, Colorado Boulevard, or North Figueroa, auto services and sales facilities occurred in areas that came to be known as "auto rows" lined with car dealerships and used car lots. In rural areas auto services were established in roadside clusters most often at each small settlement in the desert portions of the route every 10 to 20 miles, and in urban areas were arranged in small one-story commercial strips.

The 1920s was a time of prosperity and continual growth in California's tourism economy, as evidenced in the advertising and tourism promotion. The ACSC claimed that the number of tourists visiting Southern California in 1926 was in the vicinity of 250,000 arriving in 125,000 automobiles, although those claims may have been

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[199] Jakle and Sculle, *Motoring, the Highway Experience in America,* 27-28.

[200] Talley-Jones and O'Connor, 57.

[201] Jakle and Sculle, *Motoring, the Highway Experience in America,* 16.

exaggerated.[202] During the 1930s the Great Depression may have favored job seekers over those traveling for pleasure, but this latter category remained surprisingly robust. The 1930s continued to see a steady growth in inter-state border crossings. Although many people were hit hard by the economic crisis, others, particularly middle-class professionals in white-collar jobs, were less immediately affected. Historian John Oprie points out that even during the economic depression an employed stable portion of the population continued to take motor excursions and vacation trips, a point underscored by Cassity in the *National Route 66 Corridor National Historic Context Study*.[203] Some even argue that the Great Depression may have had a beneficial effect, re-orienting those who would ordinarily travel abroad to change to a domestic itinerary.[204] The *Route 66 Corridor National Historic Context Study* notes that during the 1930s "...some people were still able, or newly able, to take vacations and travel for pleasure, not just to find another place to work."[205] Other historians have suggested that domestic auto travel provided a less expensive means of vacationing during the economic downturn. Tourism guides, first issued in the 1910s and 1920s, continued to be published throughout the 1930s with the All-Year Club of Southern California (All-Year Club) publishing guides in 1932, 1935, and 1936, and the ACSC Touring Bureau publishing a guidebook to The National Old Trails Road (U.S. Highway 66) in 1934.[206]

In 1937 *California Highways and Public Works* reported that, far from tourism declining as a result of the Great Depression, more than 252,727 temporary visitors had entered the state in the previous year with tourists represented from all 48 contiguous states.[207] The vitality of U.S. Highway 66 appears to have been retained through the worst years of the Great Depression, with little evidence that tourism-related businesses were closing at a rapid rate. An examination of Sanborn Fire Insurance Company maps from the 1920s and the mid-to-late 1930s for a portion of U.S. Highway 66 in the Mojave Desert does not show substantial changes in the number of highway-related business in downtowns or along the highway as it entered and departed towns.[208] At ribbon cutting ceremonies for the newly widened portion of U.S. Highway 66 along Foothill Boulevard between Claremont and San Bernardino in 1938, *California Highways and Public Works* author Everett Smith recognized

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[202] Starr, *Material Dreams: Southern California through the 1920s*, 96.

[203] See John Opie, "Environmental History in the West" in Gerald Nash and Richard W. Etulain, eds., *The Twentieth Century West: Historical Interpretations* (Albuquerque: University of New Mexico Press, 1989).

[204] Cassity, 148.

[205] Cassity, 148.

[206] All-Year Club of Southern California, *Guide book for Your Southern California Vacation*; Official Tourist Guide, Southern California Edition, Los Angeles c.1935; Official Tourist Guide, Southern California, Los Angeles, 1936, available at Charles E. Young Research Library, Special Collections, University of California, Los Angeles; Automobile Club of Southern California, Touring Bureau, *National Old Trails Road New York City to Los Angeles California* (Los Angeles: Automobile Club of Southern California, 1934), available at the California State Library, Sacramento, California.

[207] California Department of Public Works, "252,727 Tourist Autos Entered State Last Year," *California Highways and Public Work*s 15, February 1937, 21.

[208] A similar comparison was not possible for the urban areas since many Sanborn Fire Insurance Company maps were updated on the same sheets and there were no earlier comparative maps available.

that the highway in the San Gabriel Valley "…carries a large volume of business and recreational traffic," a fact that motivated the Division of Highways to undertake major improvements along the route in the late 1930 to serve local, regional, and inter-state tourist traffic.[209]

World War II brought a decline in tourism. In the 1930s the uneven effects of the Great Depression left many middle and upper class Americans able to vacation, but the unprecedented mobilization for World War II largely put an end to traveling for pleasure. Civilian driving was seriously curtailed by the limited supply of both gas and tires. Following the attack on Pearl Harbor, automobile manufacture ceased, resulting in an aging private automobile inventory until the end of the war.[210] As discussed earlier in the section on migration, vehicle entry into the state declined from 1943 to 1944, increasing at the end of World War II in 1945.[211]

The end of the war brought a huge surge in the number of people arriving in California. Although the war with Japan was not officially over until August 1945, travel figures for that year were up substantially from 1944, with more than 100,000 vehicles passing through each of the Southern California Agricultural Inspection Stations. The desire to vacation via automobile was also encouraged by the resumption of civilian automobile production.

Automobile clubs and road promotion organizations in California

The widely increased use of the automobile as a recreational vehicle for short excursions, local vacations, or cross-country trips brought a whole new type of organization into being. Unlike the highway associations that functioned largely to lobby for road designation and improvement, these new organizations arose to serve motorists and provide information and road-related services. Associations such as the ACSC and the All-Year Cub played an important role in promoting tourism to California and publicizing U.S. Highway 66. California promotional associations and their national counterparts came together initially out of enthusiasm for the automobile and the "sport" of motoring, then evolved based on an understanding of the economic potential offered by the growth of motor tourism. To this end, associations worked closely with local groups such as chambers of commerce, with whom they shared common goals of economic growth and business prosperity. Three organizations played a major role in the promotion of tourism in California: the ACSC, the All-Year Club, and, in the post-World War II period, the U.S. Highway 66 Association.[212]

Automobile Club of Southern California (ACSC)

Of these organizations, none was as large and influential as the ACSC, founded in 1900. The club primarily concentrated its activities in Southern California, while its counterpart in San Francisco, the California State Automobile Association, carried out parallel activities in the northern part of the state.

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[209] Everett Smith, "New Foothill Highway Link Is Dedicated," 16.

[210] Cassity, 186.

[211] California Department of Agriculture, "Automobiles Inspected at Border Stations 1924-1964."

[212] Further research in the promotional literature of these groups may be required to provide a direct association between U.S. Highway 66 and commercial or recreational properties within the Los Angeles basin.

In its earliest years the ACSC was primarily a social club that sponsored sporting events such as road rallies and long-distance runs. By 1903 some of the club members began to envision an organization that was more service-oriented and that would encompass member and tourist services, civic and regional planning, legislative advocacy, and local boosterism.[213] By the end of the decade the ACSC had developed an organizational structure to implement this broad vision. A full-time executive director oversaw a number of specialized "bureaus" such as mapping and engineering, among others, each of which carried out an aspect of the club's mission. A volunteer policy-making board of directors governed the organization, representing a number of powerful city interests. This is not surprising given the composition of the club's early membership, which included a number of wealthy Los Angeles power brokers such as *Los Angeles Times* publisher Harry Chandler, Pacific Electric Railway magnate Henry Huntington, and the oil baron George Getty, all of whom were strong advocates for metropolitan growth and economic development.[214] Historian Kathy Talley-Jones notes that "most of the Auto Club's early members were businessmen aiming to propel Los Angeles toward becoming a grand metropolis."[215] Many of these directors, such as Chandler, were also involved with other organizations such as the All-Year Club and the Los Angeles Chamber of Commerce. Together these informally interlocking organizations formed a large, well-funded economic development and tourism infrastructure within the region.

Travel information and advice was one of the first services the ACSC made available, and it rapidly became the most popular and intensively used service. The club produced widely distributed maps and guidebooks and published a magazine entitled *Touring Topics* (later changed to *Westways*). The magazine hired a number of prominent Southland writers and artists such as Carey McWilliams, M.F.K. Fischer, William Saroyan, Edward Weston, and Maynard Dixon.[216] Historian Kevin Starr judged *Touring Topics* to have been the best general magazine in Southern California in the 1920s and 1930s: "a serious, well-edited journal of travel, history, cultural commentary and informed promotionalism."[217] The club's publications were widely circulated; according to its annual report in 1918, the ACSC printed 778,400 maps and answered over 162,809 tourist inquiries during the year.[218]

In conjunction with its maps and touring guides, the ACSC undertook a substantial road signage program, at a time when neither the state nor counties provided motorists with roadway postings to identify location or direction. Along with issuing the detailed strip maps for the National Old Trails Road in 1914, the club posted an estimated

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[213] Talley-Jones and O'Connor, 17.

[214] Carey McWilliams, *Southern California: An Island on the Land*, 136; Starr, *Material Dreams: Southern California through the 1920s*, 86; Allen Davis, 133. In the 1930s Harry Chandler served as a Director on the board of the club.

[215] Talley-Jones and O'Connor, 17.

[216] Talley-Jones and O'Connor, 84.

[217] Starr, *Material Dreams: Southern California through the 1920s*, 80.

[218] Allen Davis, 61.

2,500 distinctive blue and white club signs, marking the route between Los Angeles and Kansas.[219] The club continued to provide informational signage through 1956, when the state became the only entity that could legally post directional and traffic control signage on the state's highways and roads.[220]

The ACSC championed highway development in the Los Angeles basin, but gave more of its attention to U.S. Highway 66 in its tourism literature. Some of its earliest guides and maps were focused on the National Old Trails Road and, after 1926, U.S. Highway 66. In addition to its National Old Trails Road signage projects, it advocated for the National Old Trails Road to be designated as a part of the first U.S. Highway system and continued to promote U.S. Highway 66 as a primary route to Southern California through World War II.

Eventually, however, the club's commitment to a transportation future that reduced the importance of the existing highway system in favor of a more streamlined and "modern" alternative led it to support planning and projects that eventually undermined the importance of U.S. Highway 66. As supporters of the Arroyo Seco Parkway project, the club promoted the idea that a system of freeways was the answer to California's traffic problems. The club's chief engineer, Ernest East, was an enthusiastic supporter of limited access roadways, and in 1944 the club issued his report setting out a plan for a statewide system of trunk freeways.[221] Although the club's report was never adopted, it was consistent with the direction of regional and state transportation policy after the war. Members of the club's powerful board of directors were active in lobbying and testifying in the legislature on behalf of the Collier-Burns Act of 1947, which authorized the state's postwar development of the freeway system.

The ACSC continued its activities into the 1960s and 1970s and remains today as a part of the California Automobile Association. The club continued to publish road maps and guide books, as well as its popular AAA lodging certifications. Guides and maps became more standardized in their presentation, without the type of commentary that had been necessary when roads were less uniform and reliable. The club also expanded its roadside services for members and became major providers of auto insurance, aspects of its business that had been less dominant in earlier decades.

From its inception in the first decade of the twentieth century into the 1960s and 1970s the ACSC played a major role in encouraging and supporting tourist travel in southern California. Its many guidebooks, maps, and signage efforts popularized U.S. Highway 66 and helped to raise its public image, even as it worked to establish the network of freeways that would ultimately replace it.

All-Year Club of Southern California

The All-Year Club was fully devoted to publicizing Southern California tourism. The club was organized by a group of Los Angeles businessmen in 1921, many of whom were already involved in other efforts to promote the

[219] Allen Davis, 44.

[220] Talley-Jones and O'Connor, 107.

[221] Talley Jones and O'Connor, 83.

city. According to journalist/historian Carey McWilliams, the impetus for the club came from a complaint to Harry Chandler, a director of the ACSC, that Southern California landlords prospered in the winter but starved in the summer.[222] Chandler's reaction to this news was to call together a group of businessmen and friends at the Alexandria Hotel, one of the city's premier tourist accommodations, and to form the All-Year Club. Unlike the ACSC with which it often cooperated, the All-Year Club was primarily concerned with promoting tourism and did not involve itself in planning and transportation issues. The All-Year Club was more straightforwardly propagandistic in its objectives and, under Chandler's leadership, undertook a major campaign to convince tourists that Southern California was not just a place to retreat in the winter, but a perpetual paradise, where, as the Beverley Hills Hotel proclaimed, there were "superior locations for golfing 365 days in the year."[223] The club advertised in national magazines such as the *Saturday Evening Post,* with the message of "Come to California this year!" According to McWilliams, Chandler's target audience was not the older and wealthier tourists who traditionally wintered in California, but young, middle-class families who originated closer to California than the average Mid-Western "snow-bird." The club's initial campaigns were run in New Mexico, Arizona, Texas, and Oklahoma.[224] The 1923 magazine campaign, co-sponsored by the ACSC, was an apparent success. The club claimed that by 1924 the number of summer tourists was equivalent to the numbers generally witnessed in the winter months.[225] However, independent information shows that these tourists stayed less time and spent less money than those who came in the winter.[226]

The All-Year Club published a series of guidebooks throughout the 1920s and 1930s that focused less on route mapping than on promoting the attractions of Southern California. The purpose of these guides, to increase tourism-related business opportunities, was clearly laid out in a club brochure directed to local merchants and businessmen in Los Angeles entitled "Tourists and what they mean for you." The brochure claims that in 1927 the tourist trade was second in importance only to the oil business in the economy of Southern California.[227] The All-Year Club was most active in the 1920s and up to the war. By that time it had largely achieved the objective of making Southern California tourism a year-round enterprise. Although the All-Year Club did not favor one route to Southern California over another, its literature, magazine advertising campaigns, and guides worked to create a general interest in visiting Los Angeles. Although research did not reveal promotional material specific to U.S.

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[222] McWilliams, *Southern California: An Island on the Land*, 136.

[223] "The Hotel and Bungalows at Beverly Hills California," Brochure available in the Vertical File Collection, Los Angeles Co: Hotels and Resorts at the California History Section, California State Library, Sacramento.

[224] Automobile Club of Southern California, Touring Bureau, *National Old Trails Road from New York City to Los Angeles,* (Los Angeles: Automobile Club of Southern California, 1923); Automobile Club of Southern California, Touring Bureau, *National Old Trails Road New York City, New York to Los Angeles, California and U.S. Highway 66 Chicago, Illinois to Los Angeles*, *California,* (Los Angeles: Automobile Club of Southern California, 1934).

[225] Talley-Jones and O'Connor, 59.

[226] McWilliams, *Southern California: An Island on the Land*, 137.

[227] All-Year Club of Southern California, "Tourists and what they mean for You," Los Angeles, c.1927. Available Vertical File Collection, California History Section, California State Library, Sacramento, California.

Highway 66, the results of the club's activities likely increased recreation in Southern California generally, including along U.S. Highway 66.

U.S. Highway 66 Association

The U.S. Highway 66 Association, a national group, was organized almost immediately following the designation of the U.S. Highway System, under the leadership of Cyrus Avery, a real estate and coal company executive from Tulsa, Oklahoma. The U.S. Highway 66 Association held its first meeting in Tulsa, Oklahoma, in 1927, bringing together representatives from six of the states along the route. California, like Illinois and Arizona, did not participate in the meeting, although California did have a state vice-president in the organization.[228] Like the earlier "trails" associations that had come together to promote its favored inter-state and cross-country highways, the new association had two major objectives: to secure improvement for U.S. Highway 66 and to promote its use by travelers.[229] The two objectives, as Cassity points out, were mutually reinforcing: the more heavily traveled the route, the more likely it was to secure state and federal funding for improvements, and the better the road surfacing and engineering, the more likely it was to attract travelers.[230] Led by Avery—an Oklahoma State Highway Commissioner, member of the Joint Board on Interstate Highways, and Tulsa realtor and businessman—the association sought to unite businessmen whose communities or enterprises were located along the highway route with the objective of increasing commerce. One of the organization's first activities was to engage local chambers of commerce. Avery and his co-organizer, John Woodruff, traveled to states that had attended the first association conference and met with local chambers of commerce and the business community.

Through membership the association funded an aggressive promotional campaign. It advertised U.S. Highway 66 in national periodicals such as the *Saturday Evening Post.*[231] The group provided an identity for the highway to distinguish it from competing routes, naming it the "Main Street of America," a name it has retained.[232] For the 1932 Los Angeles Olympics the association placed ads announcing that U.S. Highway 66 was the shortest, best, and most scenic route to the games. The association also made use of billboards to attract attention and direct travelers while they were on the road.[233]

In addition to its publications, the association engaged in publicity campaigns that were a little less conventional. In 1927 it conceived the idea of a cross-country marathon from Los Angeles to New York, which was organized

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[228] Michael Wallis, *Route 66: The Mother Road* (New York: St. Martin's Press, 2001), 10.

[229] Cassity, 86. Both Cyrus Avery and his co-founder, John Woodruff, were active members of the Ozark Trails Association, and acquired many of the ideas and techniques they employed in the U.S. Highway 66 Association from their experience in earlier organization.

[230] Cassity, 94.

[231] Cassity, 91.

[232] The original name was "America's Main Street," but this was soon changed to the Main Street of America.

[233] Wallis, 11.

and publicized by professional sports publicist Charley Pyle. The race received substantial press attention, with newspapers throughout the country dubbing it the "Bunion Derby." Eventually, 55 runners crossed the finish line in New York City.[234]

It is likely that California benefited from the association's advertising campaigns, especially during the 1932 Olympics, but the extent to which individuals or organizations in California participated in the national association in its early years is unclear. The lack of earlier involvement may reflect the fact that California already had a well-developed auto association in the form of the ACSC and a major tourism organization in the form of the All-Year Club, both of which provided information and publicity similar to that the U.S. Highway 66 Association made available to its members.[235] The organization became less active in the late 1930s and during the war years when tourist travel largely ceased. With the end of the war, new leadership emerged in the person of E.J. Cutberth, an Oklahoman like Avery, who rallied local businessmen to revive the organization, and it is believed there was greater participation from individuals and groups in California. At an organizing convention in Oklahoma City in 1947, members discussed ways to publicize the highway and increase tourism along the route during the postwar period. This time there was strong participation from California businessmen, particularly from the communities along the desert segment of the route. Participants heard a presentation from citizens of Needles, California, regarding their plans to open a non-profit public tourism or visitor center in town to provide information for travelers as they entered the state (neither of these are known to have developed). They also heard a presentation by Walter Muller, proprietor of the Westerner Hotel in the Monrovia-Arcadia area, on the types of services that postwar tourists were likely to expect, such as telephones, maid service, and swimming pools.[236]

The best known publicity event of the postwar years, comparable in some ways to the pioneering "Bunion Derby," was the 1952 U.S. Highway 66 caravan from the Illinois-Missouri border to Santa Monica to promote the renaming of U.S. Highway 66 as the "Will Rogers Highway." In 1935 the U.S. Highway 66 Association renamed the highway in honor of the comedian and movie star, but a national campaign to recognize the highway by this name was given real impetus several years later after Roger's death by Warner Brothers movie studios. In a letter from the secretary-treasurer of the U.S. Highway 66 Association to the New Mexico Highway Commission in April 1952, the association refers to the "proposal of Warner Brothers Corporation" and further explains that the special events representative of the studios had contacted the association for the purpose of rededicating the Will Rogers Memorial Highway in conjunction with the opening of their film, *The Story of Will Rogers,* on the popular

[234] Wallis, 12.

[235] California's apparent lack of participation may also result from the available documentation for the organization membership in its earlier years. The Cutberth Collection records for the National Route 66 Association pertain primarily to the later period.

[236] National Route 66 Association, "Transcript , October 24-25, 1947," Biltmore Hotel, Oklahoma City, Oklahoma. Available in the Cutberth Collection, Route 66 Museum, Clinton, Oklahoma.

star and comedian. In return, the studios promised widespread newspaper coverage and a newsreel photographer who would accompany and record the caravan for screening in theaters.[237]

The caravan featured a contingent of cross-country cars, two of which were furnished by Ford Motor Company for the film crew. At state or city boundaries local participants, State Highway Commissioners, and other state officials accompanied the caravan for short distances. Will Rogers' son, Will Rogers, Jr., who played his father in the 1952 movie, participated in several publicity events. At selected locations, dedication ceremonies were held and a plaque honoring Rogers was installed. The last of these was placed along the palisades in Santa Monica, a few blocks from where U.S. Highway 66 actually ended at the intersection of U.S. Highway 1 (Pacific Coast Highway). The plaque can still be viewed in the Palisades Park in Santa Monica. The caravan and the association of the highway with Will Rogers, Jr., was an early example of the myth making that came to surround the highway in the 1940s through today. While Rogers was from Oklahoma and came to California to make his fame and fortune, his association with the actual road is largely the product of the U.S. Highway 66 Association and the movie studio's publicity department, The placing of the monument in Palisades Park added to the controversy over the terminus of U.S. Highway 66 and continues to promote the notion that the highway ran to the Pacific Ocean (and the Santa Monica Pier).

Like the prewar U.S. Highway 66 Association, the revitalized association continued to produce maps and brochures, which it made available to its members. Many of these advertised attractions in member communities as well as those of large commercial tourist enterprises. In a 1978 California route map, golfing at the Needles Municipal Golf Course and bull riding in Barstow shared space with Disneyland and Knott's Berry Farm.[238]

National and California transportation policy and planning after World War II ran counter to the National U.S. Highway 66 Association's efforts to promote the highway as the primary route across the country to California. The association worked to prevent the bypass of central business districts and, where that was not possible, to prevent routing decisions that took the freeway or Interstate too far from towns along the old route, to place freeway and Interstate exits near business districts, and to get alternate designations, such as "business route" or "alternate Highway 66," through the business areas. In 1966 the cities of Duarte and Fontana joined forces to try to get a large sign posted in San Bernardino proclaiming that Route 66 remained a through route into Los Angeles. As a local councilman noted, "they want to keep the traffic away from the freeway system." [239] As freeway and Interstate mileage increased in the 1970s, much of the association's promotional literature sought to meld the image of U.S. Highway 66 with that of the new Interstate Highways. Through the 1960s various local

[237] Correspondence, Frank Smith, Secretary-Treasurer Route 66 Association, Oklahoma City , Oklahoma, to Ralph Jones, Chair, New Mexico Highway Commission, Santa Fe, New Mexico, April 5, 1952. Available in the Cutberth Collection, Route 66 Museum, Clinton, Oklahoma.

[238] National Route 66 Association, Photo Map of California U.S/ Highway 66 route, c.1950. Available in the Cutberth Collection, Route 66 Museum, Clinton, Oklahoma.

[239] "Direct to LA: Council Mulls Over Idea of Promoting Route 66," *San Bernardino Sun,* 29 September 1966.

chapters lobbied for signage, routing, and off-ramps that would keep business along the route alive with varying degrees of success. In 1969 the San Bernardino *Sun-Telegram* reported that while groups in Texas, Arizona, and New Mexico were still convinced of the importance of tourist traffic on U.S. Highway 66, only a few communities in California, primarily Needles and Barstow in the Mojave Desert, were still strongly opposed to discouraging traffic on the Interstate system.[240] The 1978 California map entitled the "Main Street of America" placed highway emblems on its cover for the recently completed I-15 and I-10, as well as the bypassed U.S. Highway 66. The hope was to conflate the identity of the old and new routes to help promote businesses and local/regional tourism.

Tourist guides, maps, and promotional literature

Promotional literature played an important part in the development and growth of tourism as a major industry in California, particularly in the southern part of the state. The railroads pioneered the medium, with the early auto clubs imitating them as soon as the automobile became a means of vacationing and traveling cross-country. Historian and archivist Gary Kurutz has documented several decades of this type of literature in his book aptly titled *California Calls You.* Auto tourists from the 1920s through the 1940s relied on four major types of informative promotional literature to plan and direct their trips: detailed tourism maps, guidebooks, automobile association magazines, and publicity distributed by local booster groups and businesses. These types of publications continued into the 1960s and 1970s, although as discussed below they took on new forms and a distinctive postwar format and design. In varying degrees, all of these sources provided routing information, mileage, lists, and advertisements for accommodations and services, and identified scenic and natural attractions, recreational opportunities, and cultural sites and events.

The most reliable maps were issued by the various automobile associations. In 1909 the ACSC instituted its "strip maps." These were detailed maps that traced specific routes, often on several "strips," or pages with information regarding road conditions, accommodations, and auto services. The first series mapped El Camino Real along the California coast, but the service quickly expanded to map a number of roadways in California, including the National Old Trails Road. The touring guides published by the ACSC through the 1930s provided combinations of strip maps accompanied with information regarding sites of interest and side trips, as well as advertisements for roadside accommodation and services. Early in its history, the ACSC also initiated the practice of listing "approved" accommodations and garages, a practice that no doubt served to enhance business for the selected facilities. U.S. Highway 66 received substantial attention in much of the travel literature for Southern California. The ACSC published its first strip map in 1912 for the later route of the National Old Trails Road entitled "Routes from Los Angeles to Needles."[241] In 1914 the club issued 53 strip maps covering the route

[240] Highway 66 Promotion Group Tries for a Change of Name," *San Bernardino Sun-Telegram*, 39 March 1969.

[241] Automobile Club of Southern California, "Route from Los Angeles to Needles, part two Barstow and Dagget to Needles," (Los Angeles: Automobile Club of Southern California, 1912). Available at the Archives of the Automobile Club of Southern California, Los Angeles.

of the National Old Trails Road from Los Angeles to Kansas City.[242] These maps were based on field excursions to verify conditions, and were well researched and frequently updated.

The Lincoln Highway and the National Old Trails Road were charted in 1920 by two ACSC employees "using a roadster fully equipped for road charting purposes."[243] In 1923 and again in 1934 the ACSC published guides for the National Old Trails Road/U.S. Highway 66.[244] The All-Year Club also published guidebooks such as *Southern California, year 'round vacation land supreme* (1928) and *Guide book for your Southern California vacation: what to do and see, what it will cost* (1931), which assisted travelers in planning their trips and estimating expenses. A 1927 guide featured maps for all of Southern California's east-west U.S. Highways, but the guide particularly extolled the beauty of the San Gabriel Valley with its mountains and citrus groves along U.S. Highway 66.[245]

Generally, most of the literature provided an even-handed approach to the three major east-west Southern California routes, listing services, attractions, and scenic values of each particular route. The 1934 ACSC guide actually provides the comparative mileage between Claremont and Los Angeles via U.S. Highway 66 and Pomona and Los Angeles via U.S. Highway 60/70. The primary concern of these publications was to provide for motorist safety and comfort, encourage long-distance and cross-country auto travel, and draw tourists to Southern California. However, at least two guides focused exclusively on U.S. Highway 66: the ACSC 1934 *National Old Trail* guide and Jack D. Rittenhouse's 1946 A *Guide Book to Highway 66*.

In the late 1930s and 1940s guidebooks that were not sponsored by booster groups emerged in the form of the Federal Writers' Project *California: A Guide to the Golden State* (*WPA Guide to California*), which included detailed information for Los Angeles and was written and produced as a part of the Depression era relief programs.[246] These guides, written by multiple authors, provided the most detailed and up-to-date descriptions of the Los Angeles area with a series of numbered route tours providing information on how to get there and what to see on the way. U.S. Highway 66 appeared in the guide to California as "Tour 12," with 16 pages devoted to the

[242] Davis, 61.

[243] Davis, 80.

[244] Automobile Club of Southern California, *National Old Trails Road New York City to Los Angeles California* (Los Angeles, 1934). Available at the California State Library, Sacramento, California.

[245] Pikes Peak Ocean to Ocean Highway Association, *Pikes Peak Ocean to Ocean Highway New York to Los Angeles* (St. Joseph, Missouri, 1927). Available Vertical File Collection, California History Section, California State Library, Sacramento, California. The Pike's Peak Association had been formed to promote a Southern California route to San Diego. It was briefly associated with the National Old Trails Road Association, until that group decided on the Needles-Barstow-Los Angeles route for the road.

[246] The original title of the Federal Writer's Project guide was *California: A Guide to the Golden State.* The guide was reissued in 1984 by Pantheon with a new title, *WPA Guide to California*, and introduction. The reissue edition was used in the preparation of the MPDF and is therefore referenced.

sites and attractions of the 314.8 miles between Kingman, Arizona, and Santa Monica, California.[247] Less than a year after the end of World War II, Rittenhouse, a free-lance writer, embarked in a 1939 American Bantam Coupe to follow U.S. Highway 66 from Chicago to Los Angeles and produce *A Guide Book to Highway 66*, which documented the road's postwar condition and its attractions for what he anticipated would be a rush of travelers anxious to embark on vacations after the restrictions of the war years. These books were forerunners of modern travel guides and presented an enthusiastic but more independent view than earlier booster organizations.

All of this literature, which was intended to draw visitors and to make their trips more enjoyable, emphasized very similar themes. Underlying all the maps, brochures, and books were the same notions promoted by the railroads in the nineteenth century: California as the land of perpetual sunshine where travel and outdoor activities could be pursued year-round. Regardless of the types of attractions or activities a visitor preferred, they could be assured of balmy temperatures and the ability to be outdoors from morning until night. The other overarching theme was one of romanticism and nostalgia for California's Spanish heritage. Pamphlets and brochures frequently featured images of Spanish dons in boots and spurs and doñas in mantillas and shawls, as if such figures regularly wandered around the street of 1930s Los Angeles. The ACSC *Touring Topics/Westways* regularly included articles on California history highlighting everything from rancho life to Spanish exploration. Attractions such as the Casa de Adobe, Southwest Museum, and Charles Lummis House, all in close proximity to U.S. Highway 66/Figueroa Street in Los Angeles, were mentioned in almost all guides. Hotel fold-out flyers often pictured staff in period Spanish clothing welcoming guests. Even as late as 1953 the California Chamber of Commerce published a brochure on desert tourist highlights in San Bernardino County with a cover picture of two caballeros on horseback riding off through the desert.[248]

Advertising for businesses along the highway route underwent a change of image in the postwar period. In the 1920s and 1930s guidebooks, maps, and promotional materials were deliberately designed to evoke a vaguely defined historic past, of Native Americans, Spanish dons, or romantic haciendas. These ubiquitous images promoted California (and the Southwest) as far away exotic places. In the 1950-1960s the emphasis shifted from the past to the future with California portrayed as modern, streamlined, and on the cutting edge. Graphic presentations in tourist literature presented modern fonts and graphics and images of sleek cars and contemporary architecture to enhance this image. A Needles Chamber of Commerce publication c.1960 is an excellent example of this shift. The cover features a woman water-skier and photos of decidedly modern buildings flanked by palm trees. The inside of the brochure features advertisements for local businesses with a strong emphasis on their modern and up-to-date appearance. The Needles brochure also illustrates another trend during this period: to guide visitors to local attractions so they would use the tourist infrastructure that might otherwise be bypassed in a rush visit to the more glamorous attractions of Los Angeles. Fishing, boating, water

[247] Federal Writer's Project, 608-623.

[248] California State Chamber of Commerce, Travel and Recreation Department, *Southern California Deserts,* (Sacramento: 1953-1954). Available Vertical File Collection, California History Section, California State Library, Sacramento, California.

skiing, and golfing are all repeatedly featured in the promotional materials as reasons to spend time in the local area.

Despite both national and local efforts to promote local U.S. Highway 66 businesses, the completion of the Interstate and freeways in the 1960s and early 1970s reduced its use and commercial importance. Beginning in the early 1970s, U.S. Highway 66 could be used selectively or ignored altogether. Despite promotional efforts, it was no longer the main route into Los Angeles. The clusters of auto and tourist services that punctuated the desert portion of the route likely suffered the most as a result of the Interstate and freeway bypasses. While many businesses survived into the 1960s, others closed their doors in places such as Chambless, Amboy, and Newberry, although the Bagdad Café in the latter town continues to operate due in part to the notoriety it gained from the film of the same name. The rerouting of traffic to I-40, I-15, and I-10 undoubtedly brought disappointment to those who had invested in creating an extensive highway business infrastructure in the previous four decades along the former route. The relative impact appears to have been less in the Los Angeles basin where businesses were less dependent on tourists as they served both local and tourist clientele.

Development of tourism-centered businesses

By the 1930s the infrastructure of auto tourism was found all along the U.S. Highway 66 corridor. In the desert and the San Gabriel Valley the earliest auto tourist services were often adapted from facilities that originally served the railroad depots, sidings, and water stops. Historian David Kammer suggests that since the early east-west roads (including the National Old Trails Road/U.S. Highway 66) closely paralleled the nineteenth century railroad tracks, this was a natural adaptation. As the road was straightened and realigned and auto tourism became more common, services increasingly followed the road alignment.[249] This pattern can clearly be seen in the California desert town of Needles where the highway followed several routes over time. In 1926, when the National Old Trails Road became U.S. Highway 66, the alignment followed Front Street parallel with the Atchison, Topeka, and Santa Fe tracks and past the Harvey House, known as El Garces, one of two hotels in town prior to 1916.[250] By 1934 the highway alignment had shifted one block south to Broadway with a large number of auto tourism businesses located along this route.

The 1938 update of the 1916 Sanborn Fire Insurance Company map of Needles gives an indication of the economic importance that tourism had for the town of approximately 3,000 residents. While many of the tourist services such as garages served the local population, their number was far too large to have been supported only by local patrons. Two hotels, five garages, and two oil and gas stations were located along Broadway, with two additional hotels (hotels located in the downtown area, including the El Garces, first served the rail travelers and subsequently provided accommodations to auto travelers) and two oil and gas stations located along the older Front Street alignment. The 1934 ACSC *National Old Trail Road* guide advertised the New California Hotel, an

[249] David J. Kammer, *Historic and Architectural Resources of Route 66 through New Mexico, National Register Multiple Property Documentation Form*, (Washington, D.C.: National Register of Historic Places, National Park Service, 15 December 1993), E15-16.

[250] Bischoff, Vol. 1, 56.

imposing two-story brick building boosting that it was air-cooled and fireproof, in the downtown and McCarty's Tourist Camp located at the east entrance into the town, which consisted of a modest collection of small wooden cottages with a gas station in front. The club's monthly magazine, *Touring Topics*, likewise endorsed the New California Hotel and the Old Trails Garage as trustworthy facilities for tourists. Between the 1916 and 1938 Sanborn Insurance maps, the greatest increase in tourist facilities had occurred in direct auto services, garages and gas stations, which had doubled in number.[251] Victorville, another desert town approximately the same size as Needles, demonstrates a similar pattern of development with the highway running parallel to the railroad tracks and a number of auto court, gas stations, and service garages arrayed along U.S. Highway 66/D Street by 1940.[252] These were generally modest one-story buildings of stucco, wood, or concrete construction built in styles that ranged from local vernacular to California bungalow to Spanish Colonial. Auto courts usually consisted of a number of small detached or linked units arranged in a U-shape around a central courtyard. In some cases a tourist store or gas station were found in conjunction with the cabins similar to McCarty's Tourist Camp in Needles.

The isolated "cluster" pattern infrastructure also established itself in the 1920s and 1930s along the route. Like their more urban counterparts in Needles or Barstow, they may have served a scattered local population of ranchers and farmers, but again were far too numerous to have been supported solely by local trade. The 1912 ACSC pioneering strip maps of the National Old Trails Road noted only three places to get gas or oil between Needles and Barstow. The ACSC 1928-29 *Old National Trails Road* guide, which included strip maps for U.S. Highway 66, noted 14 clusters of highway services between Needles and Barstow, offering automotive services, hotel-motel accommodations, and meals. Several of these complexes were associated with previous railroad water tank stops. Like their urban counterparts, the service complexes oriented their facilities away from the tracks and toward the highway as auto travel increased. A few of these clusters are extant, including the well-known Roy's service station, diner, and cabins built in the late 1930s in Amboy, and the Bagdad Café at Newberry Springs. However, many of these isolated desert tourist facilities are rapidly disappearing, with numerous examples reduced to historical archeological sites or ruins.[253]

Despite economic conditions during the Great Depression, auto service facilities, gas and oil stations, and garages established prior to 1929 appear to have survived the crisis and remained operational in several of the communities in the Mojave Desert and in the San Gabriel Valley.[254] From a review of the ACSC *National Old Trails Road* maps of 1934, it appears that a number of desert gas and tourist cabin stops stayed in business at

[251] Sanborn Insurance Maps, "Needles," 1916; "Needles," 1916-1938, available in the digital map collection of the San Jose Public Library, San Jose, California.

[252] Sanborn Insurance Maps, "Victorville," 1927-1940, available in the digital map collection of the San Jose Public Library, San Jose, California.

[253] Bischoff, Vol. 1, 64, 74, 79.

[254] Sanborn Insurance Maps, "Fontana," 1929-1938; "Glendora," 1928-1945; "Monrovia," 1927-1942; "Needles," 1916-1938, available in the digital map collection of the San Jose Public Library, San Jose, California.

least through the first years of the Great Depression.[255] A few new facilities were even established during this period, among them the well-known Roy's Gas Station and tourist cottages at Amboy.[256] In Needles, several prewar hotels and tourist courts, as well as auto service garages, survived the war years and were still in operation in 1946.[257] Most of the isolated cluster-pattern services listed along the desert highway in 1928 remained in place when Rittenhouse traveled from Needles to Victorville right after the war.[258] Conversion to military uses and the huge influx of military personnel into California, especially the Los Angeles area, may also have helped to sustain hotels and other businesses previously dependent on tourism.

The foothill communities west of San Bernardino also developed an array of auto- and tourist-centered businesses following U.S. Highway 66's designation along the local roads of Foothill and Colorado Boulevards in 1926.[259] The pastoral communities that stretched from Rialto in the east to Monrovia in the west were primarily citrus and vineyard growing areas. Small towns, often separated by only a few miles, developed a tourism infrastructure adjacent to the highway in the 1920s. Much less economically dependent on tourism than the desert communities, the services in the foothill communities tended to be fewer and more limited, most frequently consisting of gas stations and garages. Tourist courts and hotels tended to be concentrated in the eastern end of the valley in communities such as Rialto and Fontana. In the western San Gabriel Valley Sanborn Fire Insurance Company maps from the late 1920s through the early 1940s indicate fewer accommodations along U.S. Highway 66.[260] The types of services that developed may also have been influenced by the close proximity of these communities to Pasadena and downtown Los Angeles, often the terminal destination of California travelers. Pasadena and Los Angeles had a wide variety of tourist facilities, particularly in the form of accommodations and recreational attractions that had been well in place since the turn of the century.

Los Angeles and Pasadena present a different pattern of tourism infrastructure and roadside business development than that found in the desert towns and Mojave roadside service clusters. The urban highway served an even greater diversity of local as well as travel-related commercial businesses. The Pasadena, Highland Park, and Los Angeles portions of the route included more varied types of businesses likely reflecting less dependence on attracting tourists and these areas' roles of providing goods and services for the local population. Urban portions of the route had numerous gas stations, auto service garages, auto dealerships,

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[255] Automobile Club of Southern California Touring Bureau, *National Old Trails Road New York City to Los Angeles California*.

[256] Bischoff, Vol. I, 83.

[257] Rittenhouse, 113; Sanborn Insurance Maps, "Needles," 1916-1938.

[258] Rittenhouse, 113.

[259] Foothill and Colorado had earlier been designated as State Highways with the number LRN 31.

[260] Sanborn Insurance Maps, "Fontana," 1929-1938; "Rialto," 1929-1932; "Claremont," 1925-1932; "Azusa," 1929-1932; "Duarte," 1929; "Monrovia," 1927-1942; "Glendora," 1928-1945, available in the digital map collection of the San Jose Public Library, San Jose, California.

restaurants, and cafes. Less frequent, however, were accommodations and tourist attractions along the route. This pattern may have emerged in part because many of these services were already being provided in the urban area and that Los Angeles was a destination with varied points of interests for tourists traveling along the route.

In part this was a result of the Pasadena/Los Angeles area developing a major tourism infrastructure that pre-dated the designation of U.S. Highway 66. Los Angeles and its wider vicinity had been major tourist destinations since the late nineteenth century. Tourism from that period through the 1930s accounted for an unusually high proportion of the Southern California economy. Historian Carey McWilliams found that the "tourist hotel was an important institution in early Southern California" and that by the 1890s the region was "honeycombed with a network of these unique hostelries."[261] Many hotels, like the Raymond and Huntington in Pasadena, were essentially resorts that provided their guests with opportunities to take full advantage of the year-round warm weather. Accommodation such as these offered access to the region's golf courses and horse stables and to the hotel's swimming pools and organized excursions to historic sites such as nearby Mission San Gabriel and the Southwest Museum with its collection of Native American pottery and basketry. Some of the largest and most luxurious were world-famous and attractions in their own right.

This lodging infrastructure was well in place as auto tourism began to gain popularity in the 1920s and 1930s. Some hotels, such as the Raymond in Pasadena, anticipated the shift to auto tourism. Existing hotels rapidly adapted to this change in transportation by providing information about the best auto routes to follow.[262] The Hollywood Chamber of Commerce's promotional literature in 1932 announced "it is easy to reach Hollywood by automobile" and assured motorists that "our hotels specialize in care for the automobile touring party."[263] Downtown hotels also began to advertise adjacent and nearby parking facilitated by the hotel. Road maps became a regular feature of hotel and booster group publications.

Not only did older hotel/resorts continue to thrive with the shift to auto tourism, a number of new hotels were constructed during the early automobile period, including examples in the downtown area of Los Angeles and west of the downtown such as the Ambassador, the Biltmore, and the Beverly Hills Hotel.[264] Similar to their nineteenth century antecedents, these downtown hotels were large facilities built on spacious grounds with one or more swimming pools, large formal dining rooms, and in some cases their own golf course.

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[261] McWilliams, *Southern California: An Island in the Land*, 143.

[262] The large collection of hotel and resort brochures in the collection of the California State Library include a number with maps showing the location of the hotel and the highways and boulevards that provide access to the properties.

[263] Hollywood Chamber of Commerce, "Hollywood, 24 Hotels." Brochure available in the Vertical File Collection, Los Angeles Co: Hotels and Resorts at the California History Section, California State Library, Sacramento, California. In this same collection there are brochures for the Ambassador Hotel, the Beverly Hills Hotel, and the Maryland, Huntington, and Green Hotels with maps and lists of local attractions.

[264] Starr, *Material Dreams: Southern California in the 1920s*, 83 and 95.

In addition to these expensive resort style hotels, many accommodations in the urban environment catered to those who were more economy-minded or of more modest means. McWilliams observed that by 1920 Southern California was dotted with many modest downtown hotels, not as elegant as the Hotel del Coronado near San Diego or the Huntington in Pasadena, but spacious, clean, and attractive.[265] Prior to World War II the appearance, and often the actuality, of many tourist accommodations were, relative to those of the post-World War II era, smaller in scale and in their most elaborately developed form, these resources acknowledged the Arts and Crafts style with gable roofs, exposed rafters, and neatly landscaped grounds. These facilities consisted of single sleeping cabins, usually with a communal bathroom, and offered the tourist few amenities beyond a bed. In many parts of the country, including along U.S. Highway 66 in California, they were often associated with a gas station and/or general store offering supplies. For those that wanted something more "home-like," bungalow courts and apartment complexes also offered seasonal occupancy. The bungalow court was a particularly popular form of accommodation with small residential units organized along a path off the public sidewalk or organized into a U-shape landscaped court. These often provided small kitchens and were particularly suited to longer-term visitors. Survey efforts found that hotels and bungalow courts tended to be a few blocks removed from the highway itself in the Los Angeles basin.[266] Once the tourist reached Pasadena and Los Angeles, the immediate proximity of accommodations and attractions to the highway appears to have become less important than it was for hotels, tourist cabins, and motels in the desert and San Gabriel Valley. What was more pertinent was to have a comfortable place to stay from which to explore a larger area of attractions, events, and cultural and natural sites in the metropolitan area.[267]

In addition, auto services proliferated along U.S. Highway 66 in Los Angeles in the 1920s and 1930s. Sanborn Fire Insurance Company maps for Pasadena, Highland Park, Echo Park, and Santa Monica (including Colorado Boulevard, North Figueroa Street, Sunset Boulevard, and Santa Monica Boulevard) from the 1930s through the 1950s show a number of auto services, including gas stations, repair, and sales, scattered along the route. Other types of auto facilities included service garages, often characterized by a large setback from the street to provide customer parking in front. A number of these survive on North Figueroa and Sunset Boulevard and continue to function as auto shops, usually dispensing specialized services such as tire sales or smog checks. During the 1920s through 1940s Colorado Boulevard in Pasadena and Santa Monica Boulevard in Los Angeles and Santa Monica were heavily populated by auto dealerships and used car lots.[268] The dealerships were often highly architecturally embellished, one-story showrooms with service bays for repair in the rear. A prominent historic district of these building types on Colorado Boulevard has been identified and listed in the National Register, but

[265] McWilliams, *Southern California: An Island in the Land*, 145.

[266] Sanborn Insurance Maps, "Los Angeles County," 1919-1954, available in the digital map collection of the San Jose Public Library, San Jose, California.

[267] Sanborn Insurance Maps, "Los Angeles County," 1919-1954.

[268] Sanborn Insurance Maps, "Pasadena," 1930-1951; "Santa Monica," 1918-1950, and "Los Angeles County," 1919 - 1954, available in the digital map collection of the San Jose Public Library, San Jose, California.

are less frequent along the remainder of the route.[269] More common are one- or two-story commercial vernacular buildings that provided a multitude of auto-related services, which included serving as a dealership of the one of the popular auto brands of the time.

Postwar business development and the end of U.S. Highway 66

When Rittenhouse began to write a *Guide Book to Highway 66* in 1946, he did so because he foresaw "a post-war boom in western travel."[270] Rittenhouse, the owner and printer of a small press in California and later New Mexico, made one of the first observational trips on postwar U.S. Highway 66. He carefully recorded and later published a guide for those who he felt would want information on the highway and the attractions and services that were available along its route. Self-published in a small edition (reprinted in 1988), the guide was probably not well-known in its time, but provides a great deal of information on the highway in the year right after the war. Historians agree that Americans were anxious to get back on the road after the long period of war-time rationing and restricted travel. The heavy traffic volume on U.S. Highway 66 no doubt contributes to the frequent assertion that the 1950s and 1960s were the "heyday" of the road. In reality the large gain of visitors to California in the postwar years was a mixed blessing for communities and businesses along the route. Booming tourism brought an immediate boost to local economies and individual businesses, but at the same time the increased traffic load on the road helped support the call for newer and better roads capable of meeting the challenges of future growth. Looming under the surface of the postwar tourism heyday were the federal and state transportation planning initiatives that threatened to bypass the highway altogether.

As early as 1947 at the U.S. Highway 66 Association meetings in Grand Canyon, highway boosters and local businessmen began seeking ways to capitalize on increased traffic and new commercial trends while at the same time staving off the threats posed by highway replacement. They attempted to meet these challenges in a number of ways: by building new facilities and updating the infrastructure of prewar tourism, developing a new emphasis on local attractions, and preventing the planned freeways from bypassing existing towns and highway business clusters.

In the 1950s through the early 1970s a slow transition in business ownership occurred, from "mom and pop"-owned individual highway businesses to corporate franchises. Historians John Jakle and Keith Sculle have traced this transition in several book-length studies of roadside businesses and the resulting architecture, including *The Gas Station in America* (1994), *The Motel in America* (1996; with Jefferson S. Rogers), and *Fast Food: Roadside Restaurants in the Automobile Age* (1999). Beginning in the 1950s the style, level of amenities, and service offered by roadside accommodations substantially changed. During this period the connected motel complex became common. At the 1947 U.S. Highway 66 Association convention in Oklahoma City, Walter Muller, proprietor of the Westerner Hotel, lectured his fellow businessmen on the "new type of enterprise" that was

[269] Teresa Grimes, *Early Automobile-Related Properties in Pasadena (1897-1944),* National Register of Historic Places, Multiple Property Documentation Form, 1995.

[270] Rittenhouse, preface.

transforming "cabins" into "motor lodges." He noted that in the Monrovia-Arcadia area, where he was located, 25 motor lodges/motels had been built in the past two years. These new establishments offered such services as "beautiful crystal swimming pools" and in-room phone service.[271] Many of these motels were designed in a self-consciously modern style, often with a striking roof line and a highly visible neon sign. Tourist facilities took on curious forms, sometimes referred to as "Googie" architecture. In *Learning from Las Vegas*, architects Robert Venturi, Steven Izenour, and Denise Scott Brown gave the first serious attention to these types of buildings and structures as a major form of twentieth-century architecture. These unusual buildings with zig-zag rooflines, aerodynamic canopies, and neon signage were intended to attract the attention of passing drivers. Some took highly non-traditional forms such as the giant "Chicken Boy" figure with a man's body and a chicken's head, which advertised a diner in Los Angeles, and the teepee shaped units of the Wigwam Motel in Rialto. Visually arresting building forms and neon signs were advertisements in themselves and were made so eye-catching in large part to attract high-speed travelers who had only moments to grasp the message conveyed through iconography and advertising. The automobile itself influenced this eye-catching style. Postwar automobile design—low, sleek, and shiny with continually enlarging rear fins—provided a level of comfort and power that brought motoring into a new era.[272] The futuristic aesthetic of the postwar automobile conveyed the 1950s concept of "cool." This image of "cool" cars in turn extended to the highway itself and its associated roadside culture of strip malls, drive-ins, and diners.

These newer facilities tended to be stretched out along U.S. Highway 66 at the entrance and exit to towns rather than in the central business district. New motels of this variety, such as the Lazy J and the Travelodge in Needles or the Downtown and Sage motels in Barstow, replaced the older tourist cabins and courts.[273] A concentration of motels from this period is also located along east Colorado Boulevard in Pasadena. As the construction of I-40 progressed largely parallel with U. S. Highway 66, these local motels were increasingly replaced by larger chain-owned motels conveniently located near the freeway exits. While several of the immediate postwar modernist accommodations remain, many have turned into longer term occupancy rentals.

In Los Angeles many of the early period hotels underwent "updates" to their interiors and services. The Huntington-Sheraton in Pasadena repackaged its late nineteenth century facility as the ultimate in a "suburban setting" and advertised its proximity to such 1960s and 1970s attractions as Disneyland, Knott's Berry Farm, and Marineland.[274] Newer facilities like the c.1960s Starlight Motel, a three-tier motel above Sunset Boulevard, advertised amenities such as "color television in the lobby," a heated pool, and on-premise "custom car

[271] National Route 66 Association, Transcript, Report of the Advertising Committee, August 8-9, 1947. Available in the Cutberth Collection, Route 66 Museum, Clinton, Oklahoma.

[272] Alan Hess, *Googie Redux: Ultramodern Roadside Architecture*, (San Francisco: Chronicle Books, 2004), 134.

[273] National Route 66 Association, Transcript, Report of the Advertising Committee, August 8-9, 1947. Available in the Cutberth Collection, Route 66 Museum, Clinton, Oklahoma.

[274] Huntington-Sheraton Hotel Brochure. Available Vertical File Collection, California History Section, California State Library, Sacramento, California. The building is no longer extant.

washing."[275] Similarly, eating establishments (discussed in further detail below under the description of commercial properties) and service stations reconfigured themselves in a more modern style with wide canopies, large signs, and drive-up or drive-through design. In Needles, Adam's Drive-In and the Foster Freeze were good examples of walk-up car service windows.

For local businessmen along the existing highway corridors the new world of Interstate and freeway travel spelled doom. Beginning in the late 1950s towns and roadside business interests along U.S. Highway 66 banded together in local efforts to influence decision makers to limit the distance of the new Interstate from the route of the old road, to provide strategically located off-ramps, and to provide signage that directed travelers to the old highway and its businesses. In 1966 the town of Duarte on Foothill Boulevard sought assistance from other San Gabriel Valley towns to require the state to post a large sign at San Bernardino proclaiming that U.S. Highway 66 remained a thoroughfare into Los Angeles.[276] In a similar effort the town of Amboy sought the help of the San Bernardino County Board of Supervisors to oppose the approved I-40 routing that would result in the bypass of the town and several other communities.[277] Most of the opposition seems to have centered on the desert and San Gabriel Valley communities that were hardest hit by the newly constructed bypasses. These local efforts generally had little effect and were sometimes opposed by business interests and chambers of commerce that perceived the new Interstate as an asset. [278]

By the 1970s businesses along U.S. Highway 66 began to feel the impact of the Interstate and began closing. Particularly in the desert region, roadside service complexes that offered gas, repair services, and food became unnecessary to the traveler who could cover the distance between Topock or Barstow and Los Angeles in a matter of hours in a comfortable air-conditioned car that could go 70 miles per hour. Interstate service complexes conveniently located right at freeway exits avoided the necessity of travelers going into town when they did need food or other services.

Description of commercial properties

At the beginning of the twentieth century, pioneering auto tourists had few places along the open road where they could rent a room or get a meal after a day's drive. The majority of established hotels were located in commercial downtowns near the railroad.[279] This pattern is evident in the concentration of a number of hotels in Needles near the El Garces train station, which itself contained a hotel. As a result, two trends emerged. First, a growing number of motorists began to bring their own gear and created makeshift camps along the roadside, likely as a

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[275] Starlight Motel Brochure. Available Vertical File Collection, California History Section, California State Library, Sacramento, California. The building is no longer extant although its name continues to be used for other motels in the area.

[276] "Direct to L.A.: Council Mulls Over Idea of Promoting Route 66," *San Bernardino Sun*, 27 September, 1966.

[277] "U.S. 66 Rerouting Approved," *San Bernardino Sun,* 24 January 1963.

[278] "Highway 66 Promotion Group Tries for Change of Name," San Bernardino Sun, 30 March 1969.

[279] Sanborn Insurance Maps, "Needles," 1901, 1916; "Victorville," 1927-1943; "Barstow," 1927-1943.

cost-saving solution. Secondly, the demand by auto tourists resulted in the development of more conveniently located restaurants, stores, and campsites to serve this growing automobile tourism industry along the road.

Auto camps (municipal and privately-owned camping grounds)

In response to landowner complaints about trespassers and uncivil campers, as well as in an effort to capitalize on potential income from motorists, municipalities along roadways such as U.S. Highway 66 began establishing camping grounds often in city parks offering free accommodations in the 1920s and 1930s. Neighboring towns and private competitors soon began competing for tourists and strived to build the most popular auto camp with more conveniences, including picnic tables, fireplaces, flush toilets, showers, sheltered eating areas, recreation areas, and electrical hookups. In an effort to discourage abuse of the facilities, communities and campsite owners began requiring users to pay a rental fee. Municipal and privately-owned camping grounds soon gave way to the advent of tourist courts, leading to the downfall of municipal camps prior to World War II.[280]

Depending on the extent of what remains of these camping grounds, and the level of deterioration, it may be more appropriate to document remnants as historical archeological sites. As archeological sites, remnants of municipal and privately owned camping grounds may provide an understanding of the nature of early travel across U.S. Highway 66 by understanding the activities and materials associated with periods of auto encampment by travelers along the route. No auto camps were identified during reconnaissance survey, but Bischoff notes campsites—likely from the 1930s—near Amboy that may be associated with this context or auto migrant camps under the previous context. [281] Further investigation into completed archaeological surveys along the route and intensive-level research and survey may provide additional examples.

Tourist courts

Tourist courts began to spring up along U.S. Highway 66 in the 1920s when operators realized travelers were willing to pay for private accommodations. Tourist courts consisted primarily of one- or two-room cabins arranged in rows or U-shaped courts. Typically built of frame construction with gable roofs, the cabins were often vernacular in form. An example of the tourist court is the Palms Motel in Needles consisting of several one-room gable roof vernacular cabins in a row along with earlier dwellings, which served as the office and housed additional rooms for travelers. Sanborn Fire Insurance Company maps from 1929 (1938 update) for Fontana show the “Fontana Farms Inn,” which displays 12 detached buildings in rows with a restaurant at the center of the complex.[282] Based on historic mapping and research, amenities found at tourist courts may have included washroom buildings, picnic facilities, stores, and gas stations. The Palms Motel includes a central building, which

[280] John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America* (Baltimore.: The Johns Hopkins University Press, 1996), 31-34; Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture*, (Baltimore, Maryland: The Johns Hopkins University Press, 1995), 172.

[281] Bischoff, Vol. I, 81.

[282] Sanborn Insurance Maps, “Fontana” 1929-1938, available in the digital map collection of the San Jose Public Library, San Jose, California.

may have served as a washroom, and is adjacent to the Old Trails Inn gas station, which may have been associated with the motel.

Hotels and motels

Hotels from the late nineteenth and early twentieth century developed to serve railroad travelers or serve as destinations in their own right evolved to serve the needs of the automobile traveler along U.S. Highway 66. A number of hotels located near the rail line or in the downtown areas of communities, such as Needles and Barstow, first served rail travelers and subsequently provided accommodations to auto travelers. Examples include the El Garces in Needles and the Casa Del Desierto in Barstow (Harvey House railroad depots that included hotel accommodations and restaurants), and hotels along Front Street and D Street in Needles and Main Street in Barstow,[283] Hotels in Pasadena, near the downtown area of Los Angeles, and west of downtown Los Angeles that had developed in the late nineteenth century as tourist destinations (see above) were well established by the mid-twentieth century, but were not reviewed during the reconnaissance survey since these types of hotels are not found directly along the route. These properties may be considered as recreational destinations under the historic theme of *Recreation and U.S. Highway 66.*

The motel property type gained popularity to accommodate roadside lodging. The first use of the word motel occurred in 1926 on the sign for Arthur Heineman's Milestone Motel in San Luis Obispo, California; it was a contraction of motor and hotel. The word became a generic label for a wide variety of highway-oriented accommodations.[284]

Motels along the route were one and two stories in height and were comprised of one or two buildings (sometimes connected by breezeways or canopies) with multiple rooms accessed from the exterior. Motels were typically laid out in an L or U shape. In general, stucco-covered, frame, and concrete block construction were the most common building method for motels, especially prior to the post-World War II period. Many motels along the route included modest stylistic features referencing popular architectural styles of the time, such as Spanish Colonial Revival, Streamline Moderne, and (increasingly after World War II) other Period Revival styles.[285]

The Olive Motel (c.1930) provides an early, one-story example along Sunset Boulevard in Los Angeles with two buildings—one rectangular in form and one in an L shape—that feature a stucco exterior and prominent horizontal overhang with its name in neon. The Olive Motel displays Streamline Moderne stylistic elements. The 66 Motel along Desnok Street in Needles provides an astylistic example of a one-story stucco motel with a rectangular plan. The motel features an office surrounded by six units along with two free-standing units with a large cutaway

[283] Sanborn Insurance Maps, "Needles" 1901, 1916; "Barstow" 1927-1943, available in the digital map collection of the San Jose Public Library, San Jose, California. Maps show the Hotel Monarch, Needles Hotel, and Arataba Hotel in Needles and the Hotel Melrose in Barstow.

[284] Jakle, Sculle, and Rogers, 18.

[285] Bischoff, Vol. 1, 143.

porch on the front facade. Typical of later and large post-World War II motel design are the Imperial Motor Inn, a two-story, stucco-clad, L-shaped building in Needles, and a hotel located at 625 West Broadway Street in Needles that displays the same form and materials with decorative elements in the Spanish Colonial Revival style. The Sand and Sage Motel, constructed in 1955, is an example that continues the one-story U-shape design that features an elongated vertical wall on the front of the office building to advertise its name to travelers.

Research and the reconnaissance survey found that during the post-World War II period, larger motels began to dominate along the route, following national trends of corporate motel and hotel chains replacing independently owned tourist courts and motels.[286] The form of motels changed during this period, often two stories in height with many more rooms than in previous decades. In the postwar period, the terms motel and hotel are sometimes used interchangeably as the properties often had the same function, form, and materials.

Gas stations and service stations

Research and reconnaissance survey identified that gas and service stations were the most common extant property type along the route. The gas station, also called a filling station, was developed in the early twentieth century to provide fuel and other automobile products at a location convenient to the growing number of car owners. The earliest gas station facility was the “curbside” gas station, which appeared at the edge of the street in front of an existing hardware or grocery store. Developed around 1915, it consisted first of hand-cranked, and later mechanical, pumps and underground storage tanks. The use of tanks and pumps was more efficient and less of a fire hazard than the earlier method of gas deliveries using tank wagons pulled by horses. Even so, fire safety and zoning ordinances enacted in larger cities during the early 1920s eliminated curbside stations and often limited where other types of gas stations could be located in urban areas.[287] The first type of gas station building, known as the “shed,” was widely built during the late 1910s. The shed was a small utilitarian building, often with a shed roof, with pumps located in front and a dirt or gravel drive. During reconnaissance survey efforts a small gas station at 4532 North Figueroa matches this design with a combination shed and hip roof located near the sidewalk surrounded by parking, as shown on a 1920 (1950 update) Sanborn Fire Insurance Company map of Los Angeles.

During the 1920s oil companies began constructing gas stations in neighborhoods, where aesthetics were important and the appearance of the shed station was objectionable. As a result, the “house” and “house with canopy” type of gas stations were developed.[288] As the name suggests, the house type gas station looked like a small residence, except that it had a large front window or group of windows for displaying auto products. Reflecting the popular residential architectural styles of the period, Colonial Revival, Craftsman, and the cottage variant of Tudor Revival were favored for exterior detailing. The typical house station plan consisted of an office, a storage room, and public restrooms. The house with canopy was similar to the house type but had a canopy

[286] Liebs, 184-191.

[287] John Jakle and Keith Sculle, *The Gas Station in America* (Baltimore: The Johns Hopkins University Press, 1994), 135.

[288] Jakle and Sculle, *The Gas Station in America,* 137.

that extended over the pumps to shelter customers and employees in inclement weather.[289] Many house gas stations were of a standardized design chosen by the oil company. The standardized house gas station quickly became a marketing tool because the public could easily identify the oil franchise by the features of its gas stations.[290]

By the mid-1920s the "house with bays" gas station type emerged, also referred to as service station because it provided both gasoline and auto service and repair services. Service stations are identifiable by the presence of service bays. Service bays were included in the design or added to the side or rear of existing house type stations. At first, the bays were equipped with grease pits for lubricating and washing automobiles. By the late 1920s air compressors with rotary lifts were installed in the bays so that repair services could be provided.[291] The house and, less commonly, the house with canopy and house with bays were erected into the mid-1930s. The reconnaissance survey did not reveal the presence of the house with bay station; however, examples may be identified during future survey efforts.

In urban areas, service stations (some in combination with auto sales and/or dealerships) developed during the 1920s through the early 1940s. The service station only, or in combination, are characterized as brick, stucco, and concrete block commercial vernacular building forms with gable or flat roofs, with one or more service bays located to the rear of the building or a side street for buildings located at corner lots. This form is seen at the service stations at 3926 and 5401 North Figueroa Street and an auto repair garage 5025 North Figueroa Street in Los Angeles and at 900 West Broadway Street in Needles.

In an effort to attract customers during the Great Depression, oil companies expanded their product lines and built a new and very different type of gas station building: the "oblong box." In contrast to the house type, which was intended to blend in with its surroundings, the oblong box was designed to attract attention. Drawing inspiration from the International Style and Streamline Moderne, the oblong box of the 1930s through 1950s featured a streamlined, functional, rectangular form with a flat roof, and was finished with glazed terra cotta, concrete block, stucco, or porcelain enamel. A number of oil companies developed standard designs in this oblong box form and these buildings were often painted with the oil company's trademark colors. The interior space integrated office, storage, and service bays.[292] Examples of the oblong box are found at 504 and 518 West Broadway Street in Needles, an example drawing inspiration from Streamline Moderne style is found at 4301 North Figueroa Street, and an oblong box borrowing from the International Style is at 3100 Sunset Boulevard displaying enamel panels and large plate glass windows.

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[289] Jakle and Sculle, *The Gas Station in America,* 137-141.

[290] Jakle and Sculle, *The Gas Station in America,* 138.

[291] Jakle and Sculle, *The Gas Station in America,* 142.

[292] Jakle and Sculle, *The Gas Station in America,* 144-150.

Around 1960 the oblong box exterior elements were updated. Cedar shakes, brick, broad eaves, wood siding, and darker colors were added to reflect architectural styles popular at the time while retaining or expanding the oblong box form. During the 1970s a new station type was introduced composed of a large canopy sheltering the pumps and a booth for the attendant. Today, the oblong box form (which includes a convenience store) with a monumental, freestanding canopy is typical.[293] Elements of these later trends are often reflected in earlier service stations, especially the addition of large canopies. Examples include Wheeler's Flying A service station, with a later monumental canopy, at 10 East Broadway and the Old Trails Inn gas station at 300 West Broadway in Needles, which features a prominent shingled canopy.

Throughout the era of U.S. Highway 66 (1920s through 1970s) oil companies developed their own standard designs for gas stations. A review of various secondary and internet sources suggests the following oil companies operated in California and may have been located along the route: Gulf, Sunland, Wilshire, Standard, Getty, Chevron, Texaco, Fina, and Union (along with many others). Further survey efforts along the route may identify standard oil company designs for gas and service stations.

Automobile dealerships and garages

The earliest auto showrooms were often converted blacksmith shops, livery stables, and bicycle shops. When the first auto showrooms were constructed, they were similar in design to vernacular commercial buildings—either stand-alone or as part of a commercial block—with the addition of larger storefronts to display automobiles and large doorway openings for vehicles to pass. Buildings without side or rear access also had large front doorways to drive vehicles in and out.[294]

Reconnaissance survey along the route found several modest vernacular dealerships constructed of brick or concrete block. The stand-alone, stucco-clad Colorado River Garage at 539 West Broadway in Needles is an example of a vernacular building with a stepped parapet roof that likely provided a full range of auto services in addition to auto sales. In Los Angeles, a car dealership located at 5001 North Figueroa Street is in a simple brick commercial vernacular building.

Showrooms were built to be large, fashionable, and elegant. Architectural imagery was used to give credibility to fledgling companies, symbolize the power of established companies, and to one-up the competition. Dealers in smaller communities may have built scaled-down versions to emulate the elaborate big city auto showrooms.[295] During and shortly after the Great Depression, many showrooms were updated with modern renovations reflecting the Streamline Moderne style. Porcelain enamel metal and structural glass facades were used to streamline the buildings. Showrooms also became smaller as more attention was paid to used car sales.[296]

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[293] Jakle and Sculle, *The Gas Station in America,* 150-152.

[294] Liebs, 169.

[295] Liebs, 79.

[296] Liebs, 86-87.

Examples of dealerships exhibiting Streamline Moderne details are located at 3225 Sunset Boulevard and the building at 4301 North Figueroa Street, which provided auto sales and service.

After World War II demand for new automobiles increased and new showrooms were constructed in eye-catching designs to keep a competitive edge. The smaller buildings of the previous decade were replaced with larger, more modern showrooms. After World War II the newest showrooms displayed the rounded corners of the Streamline Moderne style. By the late 1940s utilitarian buildings with flat roofs and ribbon windows also become popular. In these post-World War II buildings, the new car display in a large, glare-free window was the focal point. A prominent service bay with a wide driveway and an auto lot covered by a canopy, to give the illusion of being included in the building, were other dominant features of this new showroom design.[297]

A new type of commercial district, known as "automobile row," was created when dealers, motivated by lower rents and taxes and less cramped locations, left the central city for a location on a main road, further out of town. Soon after, smaller operations followed and filled the gaps between the larger operations. By the early 1960s auto dealers began to leave automobile row for even larger roadside lots further in the suburbs. The showroom was moved from curbside to the back of the parcel and rows of autos were placed between the roadside and the building. Rather than buildings selling the cars, the cars began to sell themselves.[298]

Car washes

The mechanized car wash, also called auto laundry, emerged in the 1920s due to the frequent need to clean automobiles from mud and dust.[299] Many early car washes were simple structures attached to filling stations in which one car at a time could be washed. In 1923 a more sophisticated system called the Wimsett System Auto Laundries was developed in Los Angeles. Cars moved through the system on a circular platform in a multi-stage, processional operation, and the facilities were housed in elaborate buildings that included other services such as an accessories dealer, filling station, and lunch room. As the technology in auto laundries became more efficient, the "super service stations" in which they were housed grew in size to offer more services to customers. For example, the Gillespie Automobile Laundry System was a California-born national chain (established in 1926) that adopted the super service station idea by offering a wide range of automobile services such as car repair and maintenance, and other services such as beauty parlors, clothes laundries, and restaurants for waiting customers.[300]

Although the phenomenon of these elaborate car washes was short-lived due to the onset of the Great Depression, car washes emerged on the landscape again after World War II. Reconnaissance survey observed

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[297] Liebs, 89-90.

[298] Liebs, 83-93.

[299] Richard Longstreth, *The Drive-in, The Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941*, (Boston, Mass.: Massachusetts Institute of Technology Press, 1999), 21.

[300] Longstreth, 22.

examples along U.S. Highway 66 in Los Angeles along Santa Monica Boulevard and in Needles constructed in concrete block with few details besides the mechanics of the wash itself; the construction date of these car washes is unknown.

Drive-in markets

As food outlets, drive-in markets provided a convenient means for patrons to obtain food and other goods. Drive-in markets were observed along Sunset Boulevard and likely served local residents and the traveling public along U.S. Highway 66. Established in California in the 1920s, these markets brought multiple goods and products under one roof and were the precursor to the supermarket. In 1923 C.L. Peckham developed the original concept for drive-in markets in response to frustration about traffic congestion and lack of parking around more traditional retail establishments. The drive-in market consisted of a number of small stores sited around a parking lot, which was set back from the road. In some locations, shoppers could drive up to each section of the market and purchase items directly from the car, never having to get out of the car. Architectural detailing in styles popular at the time, such as Spanish Colonial and Modernism, and dramatic signage were used to attract the attention of motorists. The drive-in market proved so successful in Southern California that by 1929 there were 200 markets, and these resources served a pivotal role in transforming the methods by which consumer products were distributed. Despite the drive-in market's success, it quickly gave way to the supermarket in the 1930s.[301]

Restaurants

As identified during the reconnaissance survey, restaurants remain a common auto-related business along U.S. Highway 66. Early dining options along the road, except for saloons, consisted of small local cafes and restaurants that developed to serve the traveling public along the railroad, the National Old Trails Road, and U.S. Highway 66. Research suggests these appeared to be locally and independently owned businesses. Reconnaissance survey of the route found early restaurants and cafes were similar in design to other vernacular commercial buildings along the route constructed of brick, concrete block, or stucco either as stand-alone buildings or as part of a commercial block. If it was part of a commercial block, the portions that housed the cafe or restaurant were generally narrower than adjacent business spaces and displayed recessed entryways with display windows. Examples of independently owned, stand-alone restaurants and cafes include Chico's at 100 North 50th Avenue (along North Figueroa Street), which is a stucco-clad, gable roof, one-story building with a rectangular plan, while Emma Jean's Holland Burger Cafe just outside Victorville is also representative of this property type. The stucco building that historically operated as a cafe at 3916 North Figueroa Street, and Ali Mama Cafe at 3229 Sunset Boulevard (currently stand-alone, but based on historic mapping it appears to have been part of a commercial block), are examples of cafes with a narrow street frontage, stucco exterior, recessed entryways, and large front display windows.

[301] Longstreth, 36.

The restaurant evolved to serve the entire family and could be independently owned or the newly developed chain restaurant.[302] The first family restaurant chain was Howard Johnson's, establishing multiple locations in the 1930s, and in the years following World War II other companies emulated their model and developed family restaurant chains.[303] The reconnaissance survey and research of the route found few recognizable chain family restaurants such as Bob's Big Boy or Howard Johnson's. Several independent family restaurants were identified along the route. Both chain and independently owned restaurants were characterized as one-story, stand-alone buildings with the entryway oriented along the road with parking along the side or at the rear of the building. These buildings may also include large free-standing signs along the road. Examples of independently owned restaurants include El Pescador at 5230 North Figueroa Street, El 7 Mares at 3131 Sunset Boulevard in Los Angeles, Rod's Grill in Arcadia, and the Magic Lamp Inn in Rancho Cucamonga.

The drive-in restaurant centered its service on patrons arriving via automobile. Curb-service dining, where customers pulled up to the curb and food was brought out by a waiter, led to the development of a distinctive drive-in-restaurant building type. The building type consisted of a rectangular or circular building around which customers parked their cars. A large illuminated pylon or sign was centrally located on the peaked roof. One of the most noticeable architectural improvements to the postwar drive-in was an awning addition that provided shelter for cars.[304] The reconnaissance survey did not identify any drive-in restaurants along the route; however, examples may be identified in future surveys.

Similar in nature to the drive-in, the food stand also developed as a modest spot for highway travelers to pause for a quick meal. After World War I, an assortment of entrepreneurs began setting up shop, selling food to travelers along the nation's highways. In an effort to stand out amongst the competition, some operators created stands that mimed the name or function of the restaurant, such as a hot dog stand shaped in the form of a hot dog. In urban areas of Los Angeles, food stands likely developed to focus on serving neighborhood residents as well as the traveling public along the route. An example of the food stand is the Via-Mar Restaurant along the 5000 block of North Figueroa Street in Los Angeles. The Via-Mar is a concrete block building with a flat roof. The front of the restaurant features a large open window to place orders and exterior mounted stools for patrons to pause while eating their meal. Eventually, the food stand and drive-in developed into a multi-billion dollar corporate extravaganza: the fast food restaurant.[305]

The next step in the evolution of roadside dining was the development of the modern fast food restaurant. In 1948 Maurice and Richard McDonald, proprietors of a drive-in restaurant in San Bernardino, California, removed waiters from the cafe and family-restaurant model in an effort to speed customer turnover rate and increase profits. They pared down both service and menu to the absolute minimum and created the prototype for the

[302] Liebs, 197.

[303] Liebs, 202-204.

[304] Liebs, 208-211.

[305] Liebs, 204-205.

dozens of fast food companies, such as In-N-Out Burger, McDonald's, Taco Bell, and Der Wienerschnitzel, which emerged along the route.[306] These modern fast-food restaurants typically develop a standard floor plan and exterior design that allow for their restaurant to be easily recognized in any location across the country. Reconnaissance survey identified a Der Wienerschnitzel along the 5200 block of North Figueroa Street in Los Angeles, which displays the brand's bright yellow and red color scheme on the roof and walls of this A frame building. Burger Hut along West Broadway Street in Needles exhibits a bright red and white scheme that attracts the attention of travelers to this otherwise plain building with a flat roof and concrete block walls.

Commercial signage

Architect Lisa Mahar describes the evolution of signage through five distinct eras considering changes to the signs themselves and also in patterns of transportation, work, leisure, and regional and national traditions and economies.[307] Signage serves many purposes, including identifying a business, advertising products and services, and providing wayfinding markers along roadways. The ultimate purpose is to make the unknown familiar, especially to motorists traveling at highway speeds. In some cases, signage was incorporated into the architecture in such a way that the lines of distinction between the two were blurred. Programmatic signage carried the certain hallmarks of commercial enterprises so that no matter where a traveler was in the country, the traveler would recognize the signage and associate it with the business.

Common forms, materials, shapes, and symbols are used in signage design to convey meaning and relevance. As objects, signs are two- or three-dimensional and incorporate graphics, symbols, and text, as well as illuminating elements for visibility at night. As signs proliferated along America's highways from the 1920s to the mid-twentieth century, animation and special effects were incorporated, primarily through the use of neon, to catch the attention of passers-by.

Introduced to the U.S. in 1923 by a Los Angeles Packard dealer, neon soon became a popular means of illuminating signs and buildings.[308] Its advantages over earlier lighting systems soon became apparent to signmakers, and neon became closely associated with the nation's car-oriented culture to draw attention to businesses. Neon's advantages included flexible luminosity, limitless configurations, and range of color combinations.[309] Examples include the large freestanding Roy's Motel and Cafe sign in Amboy and the sign of the Olive Motel, attached to the front facade of the building along Sunset Boulevard in Los Angeles. Numerous other signs with or without neon are found along the route that reference earlier businesses, such as the

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[306] "McDonald's history tour," *Route 66 News*, 7 April 2006, http://rwarn17588.wordpress.com/2006/04/07/mcdonalds-history-tour/ (accessed 1 April 2011); "The roots of Taco Bell," *Route 66 News*, 21 December 2010, http://rwarn17588.wordpress.com/2010/12/21/the-roots-of-taco-bell/ (accessed 1 April 2011); Liebs, 212-213.

[307] Lisa Mahar, *American Signs: Form and Meaning on Route 66,* (New York, NY: The Monacelli Press, Inc., 2002), 10.

[308] Brian Goeken, *Bekins Storage Co. Roof Sign. National Register of Historic Places Registration Form*, 1997, Section 8, page 2.

[309] Goeken, Section 8, page 2.

freestanding sign outside the cafe that once likely operated at the building at 3916 North Figueroa Street in Los Angeles.

Town sites

Small settlements across the California desert established as towns with the advent of the railroad and subsequently grew by providing commercial goods and services to the public traveling via auto along the route. A number of these settlements developed along U.S. Highway 66 in California to offer goods and services, such as gas station and a general store, but were abandoned after the highway was bypassed or decommissioned and are related to commercial development along U.S. Highway 66. These sites primarily contain features such as building foundations, segments of roadways, and trash dumps. Occasional features such as water tanks may also be found at these sites. As such, these town sites would likely be documented as historical archeological sites. Examples of former town sites identified by Bischoff along U.S. Highway 66 include Klinefelter, Mountain Springs, Cadiz Summit, and Bagdad.[310] Further investigation into completed archaeological surveys along the route and intensive-level research and survey work are likely to yield additional former town sites.

Recreation and U.S. Highway 66 in California San Bernardino and Los Angeles Counties, California, 1926-1974

Introduction

U.S. Highway 66 in California was a significant tourist route that brought large numbers of travelers and vacationers to Southern California each year. Recreational destinations along the route and within the region were actively promoted by a number of well-organized, well-financed organizations. The advertising, promotion, and encouragement of recreation, especially by auto, helped to create a “mystique” of Southern California that was very successful in attracting visitors, many of whom travelled on U.S. Highway 66. At the same time, the activities and promotional literature of tourism groups helped to raise the profile of the highway, making it better known and linking it inextricably with the attractions, scenery, and recreational opportunities that were the destination of the vacationer in the development and practice of leisure activities for diversion, travel, and amusement.

Western auto tourism traces its roots to the late nineteenth century and the promotional efforts of the transcontinental railroads. As early as the 1880s the railroads launched active advertising campaigns through brochures, magazines, and newspapers. Advertisements for package tours to National Parks and resorts praised the unparalleled natural wonders of the western states and emphasized their exotic Native American and Hispanic pasts. California loomed large in this publicity. With its Mediterranean climate it was advertised as land of “perpetual sunshine” and citrus groves. Nineteenth-century novels like Helen Hunt Jackson’s *Ramona* and periodicals such as Charles Fletcher Lummis’ *Land of Sunshine* did much to create this romantic image of California. The railroads worked with existing National Parks units, developers, real estate interests, local

[310] Bischoff, Vol. I, 60, 65, 77, 85-90.

boosters, and chambers of commerce to lure travelers for short vacations, winter stays, and permanent residency. Under the auspices of the railroads, well-known artists such as Thomas Moran and Mary de Neale Morgan produced images of Southern California excursion trains for publications like *Sunset Magazine* and the *Standard Oil Bulletin*. This railroad literature did much to create an image of western travel that was synonymous with adventure, wide-open spaces, and freedom.

Travel stops and destinations

Scenery played a large role in recreational promotion. Whether cited as something to be enjoyed while motoring through or as a destination, the California guide books emphasized the exoticism of the desert landscape, the pastoral beauty of the citrus orchards through the San Gabriel Valley, mountain peaks such as the Mount Wilson Observatory, and resorts such as Lake Arrowhead, a rustic resort in the San Bernardino Mountains. Attractions were often described in florid language. In the commentary accompanying its 1923 strip maps the ACSC suggested to the visitor traveling along the route in the Mojave Desert that "At rare intervals the traveler may see faintly outlined on the shore of some dry lake, that mystic illusion of the desert – a mirage. It is a weird and fascinating cheat, this picture of mirrored water and waving foliage."[311] The *WPA Guide to California* called attention to numerous desert natural landmarks such as Mitchell's Caverns (a 23-mile side trip from U.S. Highway 66), Bristol Dry Lake near Chambless, the Amboy Crater, and Mount Pisgah at Ludlow, and provided mileage to those not directly adjacent to the road. At Cajon Pass the guide provided a detailed description of the cutoff to Lake Arrowhead.[312] Many of these scenic features had been noted on earlier ACSC strip maps and were again recommended in Rittenhouse's 1946 guidebook.

The citrus grove landscape of the San Gabriel Valley along U.S. Highway 66 received similar attention, although the intent of most descriptions was to provide commentary to enhance the experience of driving straight through with perhaps a short stop in one of the picturesque valley towns. The *Pikes Peak Ocean to Ocean Highway New York to Los Angeles* guidebook description epitomizes those found in numerous publications: "Matchless in location and outlook, with enchanting vistas of valleys, ocean and peaks are a source of pleasure to visitors."[313] Visual images of green orchards against snow-capped desert mountain peaks became synonymous with Southern California and were reproduced in photographs and post cards that were widely distributed across the country. Although most guides acknowledged that this landscape was also available along U.S. Highway 60/70, some ranked U.S. Highway 66 as the more scenic. The *New York Times* expressed a preference for the scenic values along U.S. Highway 66, finding the Old Spanish Trail (U.S. Highway 80 in California) "scarcely [to] be classified as belonging to scenic America," while it declared the National Old Trail "rich in scenic interest."[314]

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[311] Automobile Club of Southern California Touring Bureau, *National Old Trails Road from New York City to Los Angeles*, 1923. Available at the California State Library, Sacramento, California.

[312] Federal Writer's Project, *The WPA Guide to California*.

[313] Pikes Peak Ocean to Ocean Highway Association, *Pikes Peak Ocean to Ocean Highway New York to Los Angeles*. The reference to "ocean views" is a clear exaggeration since the San Gabrielle Valley is miles to the east of the Pacific Ocean.

[314] Percy Gomery, "Cross-County Motor Touring," *New York Times*, 13 June 1926, 15.

In addressing Pasadena and Los Angeles, guidebooks continued to point out scenic attractions, but attention tended to focus on a wide array of recreational opportunities, cultural events, and movie-related sites beyond the immediate highway. In particular, golf was heavily promoted as an attraction; the Beverly Hills Hotel and Bungalows, near U.S. Highway 66, published a map showing its location in relation to the city's elite golf clubs. The Hollywood Chamber of Commerce followed suit, listing local golf courses and also emphasizing the many opportunities for horseback riding within the metropolitan area, as well as the short distance to the Pacific Ocean for swimming and water sports.[315] This same group suggested that visitors could take a "casual walk or ride" past Hollywood's many studios, mentioning those located along Hollywood Boulevard, including Warner Brothers and Fox. The *WPA Guide to California* pointed tourists toward smaller independent studios along the portion of Sunset Boulevard that follows U.S. Highway 66. The guide even provided a list of addresses for the homes of popular 1930s movie stars. Events such as the Rose Bowl game and parade and concerts at Hollywood Bowl were also highlighted. ACSC *Touring Topics* in 1927 initiated a regular feature that listed local events, festivals, and concerts. Most of the guides and advertising literature for Los Angeles assumed this was a final destination where travelers might stay from several days to several weeks or months in which travelers no doubt took advantage of numerous recreational destinations in the area.

Description of travel stops and recreational destinations

Travel stops such as drive-in theaters located off the route and the resort hotels closer to the downtown area of Los Angeles that had developed in the late nineteenth century as tourist destinations also offered outdoor recreational opportunities to auto tourists and may have served as recreational destinations with other local and regional attractions. The degree to which drive-in theaters and other recreational attractions served a local need versus being dependent upon travelers along U.S. Highway 66 may be argued; however, their location adjacent to the route likely resulted in the use and enjoyment by tourists. Numerous travel stops and recreational destinations of the route may not be located immediately adjacent to the route but through advertisements and signs were able to attract and take advantage of the close proximity to U.S. Highway 66. [316]

It is not possible to provide a complete description of the properties under this MPDF due to the wide variety of tourist stops and recreational destinations. Reconnaissance survey efforts focused on properties along the route, which did not identify any travel stops or recreational destinations. Travel stops and destinations along the route or off the route with an association with U.S. Highway 66 under this theme are known to exist. Examples may include the Amboy Crater, the Rose Bowl, the racetrack at Santa Anita Park, the Hollywood Bowl, and other recreational locations and events identified in promotional literature. Because these properties are not always located along the route, further intensive-level research will be needed to document a direct and important association with U.S. Highway 66. Such research and documentation may include advertisements, newspaper

[315] Hollywood Chamber of Commerce, Hotel Bureau, "Hollywood 24 Hotels," (Hollywood: n.p. 1932), available in the Vertical File Collection, California History Section, California State Library, Sacramento, California.

[316] Cassity, 318-320.

articles, and promotional literature linking the property to efforts to provide recreation specifically to tourists along the route.

Architectural Styles and Forms Common to Associated Property Types

Introduction

The discussion of architectural styles and forms that may be found along U.S. Highway 66 in California is based on research and reconnaissance survey conducted by Mead & Hunt in 2010. Examples provided, unless listed in the National Register with an established association with U.S. Highway 66, were observed during the reconnaissance survey and provided as illustrative purposes only.

According to historian Matt Bischoff, California was an incubator of architectural styles such as Mission Revival and Spanish Colonial Revival, and played an important role in the rising automobile culture's effect on architecture and expression in the early twentieth century.[317] As the automobile became exceedingly popular, the Los Angeles basin experienced rapid growth, and businesses catering to motorists were no exception to this rapid expansion. With this came intense competition to capture motorists' attention, giving rise to expressive and stylistic architecture, as well as extensive use of increasingly complex and artistic signage.[318] In contrast, vernacular architectural forms can be found along the route, particularly in the Mojave Desert portion of the route, where attention focused on function, form, or the unconventional use of building materials.

The following section briefly describes some of the architectural styles and forms most commonly associated with U.S. Highway 66 facilities, as well as the some of the character-defining features of these styles.[319]

Vernacular architecture

Vernacular architecture is ordinary buildings responding to local climate and customs by those who are typically not trained as architects or builders.[320] This type of architecture generally focuses on form and function rather than an accepted high artistic/architectural style, but may express local or folk design. Commercial vernacular is among the most prevalent form found along the route in commercial buildings. Commercial vernacular is typified by the use of brick, concrete block, and stucco, with limited use of ornamentation in freestanding buildings and the commercial block.

Along U.S. Highway 66, vernacular architecture is often constructed of materials or found objects and may blend into the surrounding landscape, be distinguished through the use of these materials in unconventional methods of

[317] Bischoff, Vol. I, 148.

[318] Bischoff, Vol. I, 148 -149.

[319] Identifying the character-defining features of architectural styles or vernacular forms for individual properties will need to be completed for each property nominated under the MPDF.

[320] Howard Davis, *The Culture of Building*, (New York: Oxford University Press, 1999), 328, n.5

construction not found in other locales, or convey folk design or artistic expressions. Examples include the desert vernacular found along desert segments U.S. Highway 66. Desert vernacular architecture was designed to serve the needs of travelers with an emphasis on relief from the heat.[321] As a result, characteristics of the desert vernacular are the use of large canopies, deep overhangs, and small windows. Many pre-1945 vernacular buildings found along U.S. Highway 66 in San Bernardino County were constructed with irregular coarse Mojave River rock and appear to have served as commercial stops, service stations, or dwellings.[322] An example of folk design or artistic expressions include Bottle Ranch, a ranch complex along the route in San Bernardino County with glass bottles and other objects used in its construction, which may or may not have been in response to its location along the route.

Period Revival

Period Revival architecture, especially Mission Revival, Pueblo Revival, and Spanish Colonial Revival, is represented along U.S. Highway 66 in California with modest references incorporated into commercial properties such as motels and restaurants and in residential bungalow courts. These styles date from the late 1800s to the first several decades of the twentieth century and are common throughout the Southwest as they were well-suited for the arid desert environments and Southern California's coastal environments.[323] While these architectural styles were popular for residential architecture, they were also commonly used for commercial architecture along U.S. Highway 66 in California.

As historian Chester H. Liebs describes, tourists had well-formed notions of what they should find in a particular part of the country, such as cowboys and Indians in the West."[324] Liebs goes on to state: "By anticipating these preconceptions, the creative owner of a roadside business could pull together a potpourri of references – through landscaping, architectural features, or simply an evocative name and picture on the sign in front – that will convey the appropriate image with all its corresponding associations."[325] As a result, many of the character-defining features associated with Mission Revival, Pueblo Revival, and Spanish Colonial Revival architecture—such as the use of materials stucco, adobe, and tile roofs; arched fenestration, recessed arcades, and central enclosed courtyards; or vigas—evoked a sense of the state's exotic Native American and Hispanic pasts, and thus became associated with Southern California.

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[321] Bischoff, Vol. I, 148.

[322] Daniel D. Paul, "The US 66 Mojave River Corridor: California to Nevada," (paper presented at Preserving the Historic Road 2008 Conference, Albuquerque, NM, September 2008).

[323] Virginia McAlester and Lee McAlester, *A Field Guide to American Houses*, (New York: Alfred A. Knopf, 1997); Bischoff, Vol. 1, 141; Gerald Foster, *American Houses: A Field Guide to the Architecture of the Home*, (Boston, Mass.: Houghton Mifflin Company, 2004), 323.

[324] Liebs, 50.

[325] Liebs, 50.

After the Mission Revival style was displayed at Chicago's Columbian Exposition in 1893, the style gained popularity for its use for train stations and hotels throughout the West.[326] The style is typically characterized by a symmetrical square block with low pitched pyramidal or hipped roof and prominent, shaped parapets. A bell tower, pavilion, and/or arcade on the primary facade are sometimes found as features of this style. In California, stucco is typically the material used to sheath exterior walls and is left white or light-colored. Red tile roofs are also characteristic of the style.[327]

The Spanish Colonial style grew out of the 1915 Panama-California Exposition in San Diego and eventually supplanted the Mission Revival style in popularity.[328] According to author/writer/architect Gerald Foster, the distinguishing feature of the Spanish Colonial Revival style is the "extraordinarily ornate, low-relief carvings around doors and windows."[329] Other characteristics of the style include an asymmetrical building with low-pitched, side-gable roof and wide overhangs.

The third Period Revival style commonly found along U.S. Highway 66 in California is the Pueblo Revival. According to Foster, the style was developed to consciously attract tourists and was a combination of "native Pueblo vernacular and a pinch of Mission."[330] The style is characterized by irregularly massed buildings with a flat roof, balconies, and recessed portales or arcades. The upper stories are often set back and battered walls rise above the roofs to form parapets. Buildings constructed in the Pueblo Revival style may be of adobe mud, wood-frame, or brick construction sheathed in stucco that is painted in earth shades.

Elements from Period Revival are most commonly found in commercial property types such as motels and restaurants along Foothill Boulevard along the foothill communities to San Bernardino, and references to these styles became increasingly pronounced in recent non-historic "Route 66" themed properties along this portion of the route.

Streamline Moderne, and "Googie"

With the rise of the automobile culture, "architects and designers, in Western Europe as well as the U.S., began searching for a visual vocabulary that, instead of being rooted in antiquity, expressed the fast-paced technological excitement of their own times."[331] Architectural styles such as Streamline Moderne, which featured clean lines and geometric decoration, became popular styles along California's U.S. Highway 66 prior to World War II. After the war, exaggerated versions of Modern architecture known as "Googie" also became popular.

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[326] Foster, 328.

[327] Foster, 326.

[328] Foster, 328, 330-331.

[329] Foster, 332.

[330] Foster, 335-336.

[331] Liebs, 53.

The Streamline Moderne style reflects the transition to less ornate architecture during the Modern movement's early years, as well as the sentiment of looking toward a prosperous future as the country climbed out the Great Depression in the late 1930s.[332] During this time, "streamlining was the rallying cry for the redesign of scores of objects from automobiles and locomotives, which could benefit from aerodynamic design, to thousands of perennially static objects such as radio cabinets, furniture, and pencil-sharpening cowlings."[333] It was a natural transition for this to be translated into architecture, as well. The Streamline Moderne style was characterized by a horizontal emphasis through the use of horizontal lines in walls and other horizontal features, as well as the incorporation of one or more curved corners in the building that suggest motion. Elements such as windows that are continuous around corners, glass blocks in windows or as sections of walls, and small round windows are also characteristic of the style.[334] Materials such as porcelain-enameled metal panels and stainless steel, which had not previously been commonly used as exterior wall material, were being used to lend a smooth, gleaming, and futuristic look to buildings.[335] Examples of the Streamline Moderne style, commonly used for gas and service stations, are noted above under the description of travel accommodations.

As the twentieth century progressed, car-oriented architecture progressed in complexity and type.[336] After World War II, ultramodern expressionist architecture, which became known as "Googie" architecture, was becomingly increasingly popular and could be seen in all manner of car-oriented and commercial buildings such as restaurants, car washes, bowling centers, and retail establishments.[337] Characteristics include large exaggerated and angled roofs extending over plate glass walls, integration of natural and synthetic materials, and large signs integrated into the roofline or building, usually with bold lettering and neon or backlighting.[338] Roy's Motel office with its large exaggerated angled roof extending over a wall of plate glass windows is an example of the "Googie" style along the route.

Programmatic architecture

Programmatic architecture was developed to be eye-catching and entertaining "simply through the form of the building itself."[339] The building, rather than signage, conveyed the message about the business's purpose to potential customers. Although programmatic architecture developed prior to the advent of the automobile, it became a popular way in the 1920s and 1930s to attract the attention of automobile travelers moving at high

[332] Liebs, 57.

[333] Liebs, 57.

[334] McAlester and McAlester, 465.

[335] Liebs, 57.

[336] Hess, 54.

[337] Hess, 55 and 62.

[338] Hess, 55 and 62-63; Bischoff, Vol. I, 149.

[339] Bischoff, Vol. II, 77.

speeds. Examples of the expression of programmatic architecture included buildings constructed in the shape of oranges, teepees, and Aztec temples.[340] Examples found along U.S. Highway 66 in California include Frank A. Redford's Wigwam Village No. 7, which features wigwam, or more accurately conical or tee-pee shaped (not dome-shaped), travel accommodations for motorists in San Bernardino; Chicken Man, a large statuary (moved), attached to the top of the building along North Figueroa Street in Los Angeles; the orange stand at Bono's Restaurant along Foothill Boulevard in Fontana (Listed in the National Register in 2008); and the Aztec Hotel in Monrovia (Listed in the National Register in 1978).

Conclusion: The myth and legend of "Route 66"

If the extensive tourism literature for U.S. Highway 66 did much to promote its use and to enhance its reputation, its presence in literature, art, and popular cultural helped create a "myth" of the highway that mirrored large social and cultural conditions—in the 1930s as a road of travails, and in the 1950s and 1960s as a route to the good life, fun, and adventure.

There is little doubt that John Steinbeck's novel, the *Grapes of Wrath*, and the subsequent film created a link between the worst of the Great Depression and the highway along which the Joads traveled. While historians like Walter Nugent and James Gregory point out that the *Grapes of Wrath* presents a limited picture of the historic internal migrations of the 1930s, the literary portrait raised the highway to the level of a cultural symbol of Depression America. By contrast Gregory points out that for many Depression Era migrants their view of California was heavily shaped by Hollywood films that confirmed images of California's appeal. He argues that U.S. Highway 66, which cut through the heart of the American Southwest, reaffirmed this image: "Scenic and already legendary, U.S. Route 66 [was] a direct, modern, and inviting pathway west."[341]

Jack Rittenhouse correctly perceived that postwar America would want to get on the road as soon as victory was declared over Germany and Japan. In the early 1960s the TV series *Route 66* brought the highway to the attention of millions of Americans through a new and popular medium. The show represented an important step in the mythologizing of the road as something more than a transportation route across Southern California and the U.S. Only a few episodes of the show actually took place on the real highway. In the TV show, Route 66 served as a metaphor for the open road, a mid-twentieth-century frontier. Accompanied by a "cool" and popular jazz theme song, two young men in a red Corvette travel the country in an era of unprecedented prosperity and possibility. In films such as *Easy Rider* (1969) a similar image of the highway was presented: Route 66 as a road to freedom and discovery. In its famous opening film sequence the two stars, Peter Fonda and Dennis Hopper,

[340] Bischoff, Vol. II, 77-78.

[341] Gregory, 23 and 32.

cross the U.S. Highway 66 bridge at Topock traveling east as they set out on a momentous and ultimately disastrous adventure.[342]

Unlike the TV series, *Easy Rider* and the 1980s U.S. Highway 66 film *Bagdad Café* introduced a strong note of nostalgia with regard to the highway and its symbolic meaning. In the former, the two rebels go in search of an idealized America that they find has disappeared into a drug-induced mist and a paranoia that is so pervasive it ends in the hero's death. In *Bagdad Café* (1987), a dying roadside café and motel in the desert, actually set on U.S. Highway 66 in Newberry Springs, is resurrected with strongly magical and surrealistic overtones to the heyday of the highway, drawing tourists, truckers, and locals from miles around.

At the same time that the highway was becoming idealized in television and movies, it also was being immortalized in the avant-garde world of Pop Art. In 1962 Los Angeles artist Ed Ruscha set out on a road trip to Oklahoma from his studio in Hollywood, California. As a result of the trip, he produced in 1963 a series of images of various gas stations along the route in the book *Twentysix Gasoline Stations*, including a series of silk screen prints now in the Museum of Modern Art and paintings that are considered ground-breaking examples of a major shift in the visual arts.[343] Ruscha's images of the modern service station raised the mundane to the level of art object and created an indelible image of U.S. Highway 66, ironically just as it was disappearing into history. [344]

As writer Arthur Krim observes, "As its physical identity was erased, nostalgia for Route 66 in the popular media grew, and the transformation of the route from physical road to national symbol accelerated."[345] Within two decades of the construction of I-40, magazine and newspaper articles began to appear with titles such as "Route 66, Once the only way to Go," "Route 66 - traces there if you look," or "Route 66: Requiem for a Legend," that convey the same sense of nostalgia captured in film and art.[346] These articles place the highway squarely in the past, a symbol of a by-gone era. It quickly became a "historic landmark" as well as a pop culture icon, worthy of interest and attention as a monument of the past. Some of this literature began to make claims for the highway that did not necessarily coincide with historic fact: that it was the only highway to Southern California, that it was the sole route out of the dust bowl in Depression America, or that it was always the best known and most traveled

[342] Arthur Krim, *Route 66: Iconography of the American Highway*, (Santa Fe: Center for American Places, 2005), 150. Although the movie was not shot exclusively on U.S. Highway 66, the Topock bridge scene, in which the characters leave California, provides and arresting image in the film. The myth and popular cultural requires further research to determine if properties have an important and direct association with U.S. Highway 66 during its period of significance, 1926-1974.

[343] Krim, 150.

[344] Krim, 150.

[345] Krim, 137.

[346] "Route 66, once the only way to go," *San Bernardino Sun*, 8 July 1981; Tom Willman, "Route 66 Requiem for the legend," *Riverside Press Enterprise*, 18 October 1987; "Los Angeles to San Bernardino on the 'mother road,'" *Sunset Magazine* [April 1979], available at the Arda Haenszel California Room of the Norman F. Feldheym Central Library, San Bernardino, Calif.

highway in the country. While there is an element of truth in these assertions, they primarily contribute to the creation of a mythology that continues to surround the highway. In separating myth from reality, U.S. Highway 66 must be understood for its significance as a transportation route that played an important, but not necessarily unique, role in the development of cross-country and California transportation, migration, tourism, engineering, commerce, and architecture.

Nostalgia continues today in the form of history and photograph books, guides to the old route, and active promotional organizations at both the national and local levels. The roots of this nostalgia, the reasons why U.S. Highway 66 was singled out from other transportation corridors is not fully researched or understood. Many of the forces that helped transform U.S. Highway 66 into “Route 66” are suggested in this context, but the reasons why this occurred remain elusive. Today, the road has become the destination and an end in itself.

F. Associated Property Types

Introduction

Properties may be significant for their association with the history and development of U.S. Highway 66 in California under one or more of the identified historic contexts. This section assists in identifying and evaluating individual buildings and structures that may be important and possess significance for their relationship with U.S. Highway 66 in California. Information obtained during research and reconnaissance survey of three pilot survey segments assisted in the identification of the general types of properties and character-defining features that may be associated with this important transportation route.

The MPDF provides general guidance on property types and character-defining features but does not provide a definitive list of the variations of each property type or their character-defining features. U.S. Highway 66 extends more than 300 miles in California and passes through diverse environments that pose limitations on identifying and describing all of the variations within each property type. For each property nominated under this MPDF, the physical features that identify the property type and represent its significance will need to be evaluated.

To qualify for listing in the National Register under this MPDF, properties must meet registration requirements, be a component of the roadway itself or have a direct and documented association with U.S. Highway 66 during the period of significance, and be important under one of the historic contexts identified in Section E. Further research and intensive-level survey may be required on properties to establish a direct association to the route, identify character-defining features, evaluate historic significance, and assess integrity. A property may also gain significance under *Criterion C* for architecture or engineering if it has an association with one or more other areas of significance. Section E includes a description and examples of properties under each historic context, which are provided for illustrative purposes. Referencing properties as examples in the MPDF does not mean they are eligible for listing in the National Register under this MPDF.

While not specifically addressed in the MPDF as a property type, historic districts may contain clusters of associated property types under one or more historic contexts identified in Section E. A district associated with U.S. Highway 66 must possess a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development. A district must demonstrate sufficient features to clearly convey a visual sense of the historical and functional arrangement of properties with a direct association with the route. This may be accomplished by geographically contiguous properties of one or more property types that illustrate the range of services provided to the traveling public along U.S. Highway 66 during its period of significance at a particular locale. Particular attention should be given to include a portion of intact roadbed to visually represent the route and demonstrate the interrelationship of the properties and the route.

Properties already listed in the National Register along the route may not be noted as significant for an association with U.S. Highway 66 in California. If these properties are significant for their association with U.S. Highway 66, the National Register nomination could be amended.

Application of the National Register Criteria

Properties should be evaluated for eligibility with this MPDF applying four National Register Criteria for Evaluation (Criteria). An individual property or historic district may be significant and qualify for listing in the National Register under this MPDF under one or more of the criteria listed below.

Significance

Criterion A – Event/History

Related properties are most likely to qualify for listing in the National Register under *Criterion A* for their association with Commerce, Social History, or Recreation and the development and history of U.S. Highway 66 in California.

Criterion B – Significant Person

A property may be eligible for the National Register if the property conveys a strong association with a person significant to the history of U.S. Highway 66. For example, *Criterion B* may apply to properties that are associated with an individual who was the key figure in promotion or development of the route on a regional, state, or national level. The specific contributions of the individual should be identified, and the associated property should best illustrate the person's important achievements related to the history and development of U.S. Highway 66.

Criterion C – Design/Construction

Properties may possess significance under *Criterion C* in the area of architecture if they exemplify an architectural style, the evolution of a property type, or represent an important period or method of construction. Related buildings and structures, such as hotels and bridges, could also be eligible under *Criterion C* as the work of a significant architect, engineer, contractor, or builder. Properties, including road segments and related structures such as bridges, may be eligible under *Criterion C* in the area of engineering if they demonstrate significant innovations, an evolution in road building or bridge construction methods, or period of construction.

Criterion D – Potential to Yield Information

Criterion D typically applies to archeological properties. In some cases, an early alignment of the road may qualify for listing in the National Register under *Criterion D* if it could yield information about early road engineering and construction methods. Through archeological investigation, information may be learned about the period of road design and construction prior to the development of standard specification, or if archival records are inadequate. Former town sites, auto and migratory camps, and roadside rest areas may qualify for listing in the National Register listing under *Criterion D* for the potential to yield important information about early travel along U.S. Highway 66. These sites may address current data gaps, provide alternative theories, or reconstruct the sequence of archeological cultures for the purpose of identifying and explaining continuities and discontinuities in the archeological record for a particular area.

In some cases National Register *Criteria Considerations* may apply to the eligibility of related property types associated with U.S. Highway 66. The two *Criteria Considerations* that are most likely to apply are listed below.

Criteria Consideration B: Moved Properties
Properties moved before the period of significance do not need to meet this consideration. Properties that have been moved within the period of significance may be eligible for the National Register for their association with U.S. Highway 66 if they retain the physical characteristics that qualify them for listing. A property moved outside the period of significance with design or architectural value and/or that were designed to be moved may be eligible for the National Register if it retains a setting that is similar to its original, maintains its orientation and the general environment comparable to its historic location along the route, maintains its connection and physical association with U.S. Highway 66, and retains character-defining features of its property type. A property only significant for its associative value moved outside the period of significance may be eligible if it retains a setting that is similar to its original and the general environment comparable to its historic location along the route and it is demonstrated that the property is a rare surviving example and is among the most importantly associated properties under the historic context in which it has a direct association. Groupings created by moving properties together that retain a relationship to Route 66 will rarely be eligible for listing in the National Register because moving buildings to such a grouping creates a false sense of historic development.

Criteria Consideration G: Properties Less than 50 Years Old
Properties associated with U.S. Highway 66 may include properties that are less than 50 years old if they meet the requirements of *Criteria Consideration G*. Properties less than 50 years old should be distinctive examples and exhibit a high degree of historic integrity. Properties meeting *Criteria Consideration G* may exhibit exceptional significance as an extremely rare property type. A statement of exceptional significance should be included in the evaluation for properties that were constructed within the past 50 years and for historic districts where less than 50-year-old properties are the predominant properties.

Criterion Consideration G applies to properties whose period of significance began more than 50 years ago but extended into the less-than-50-year period; however, a case for exceptional importance does not have to be justified provided the evaluation clearly demonstrates the property continued to operate in its original capacity and continued to be directly associated with U.S. Highway 66. In these cases, the ending date of the period of significance may be less than 50 years.

This provision recognizes the continuing importance of the route through 1974 to allow related properties to reflect a continuum of use and association over the many years in which the route derives significance. A justification of exceptional significance is required for individual properties with substantial physical alterations or constructed within the past 50 years and for historic districts where less-than-50-year-old resources comprise the majority of the resources. In these cases, the date of construction and the date of alteration should be considered in deciding whether *Criterion Consideration G* needs to be applied and exceptional importance justified. An example may include a motel or tourist court that was substantially remodeled and enlarged less than 50 years ago, and requires a justification statement of exceptional importance. Such justification may be based on its response to the increasing volume of post-World War II travel on a particular segment of U.S. Highway 66 and

changing trends in travel accommodations during the period and the influence of large corporate motel and hotel chains had on independently owned tourist courts and motels.

In addition, some less-than-50-year-old properties may possess exceptional importance as outstanding representatives of a particular property type under *Criterion C* or for singularly embodying associative values under *Criterion A*. Rare surviving examples of property types that are less than 50 years old directly associated with the late post-World War II period of may signify exceptional importance due to the rapid rate of attrition or alteration of associated properties. An example may include an early or rare surviving example of a chain or fast food restaurant that reflects efforts to speed customer turnover rate, increase profits, and provide greater convenience to the traveling public along the route.

These examples illustrates how *Criterion Consideration G* can apply to the property types associated with U.S. Highway 66 below and how to establish the conditions under which properties can meet the consideration for exceptionally importance.

Integrity

This section provides guidance on assessing integrity applicable to all property types; additional guidance specific to individual property types is provided in property type discussions below.

Properties that meet one or more of the Criteria must retain sufficient historic integrity to convey their significance to be eligible for listing in the National Register. Properties will generally retain their character-defining features and those aspects of historic integrity deemed most important under each property type. Under *Criterion A*, location, association, and setting are more important aspects of integrity because they establish the relationship of the property to U.S. Highway 66. On the other hand, integrity of design, materials, and workmanship are more important considerations for properties that are distinctive examples of a property type or architectural style under *Criterion C*.

Alterations completed within the period of significance generally will not diminish the historic integrity of the property. The evolution of the public's needs and tastes dictated that the services provided for the automobile traveler evolved with the times. Most service facilities, such as gas stations and restaurants, were not constructed to be long-term, permanent structures, but rather were built to provide a needed service to the public until demand changed. Thus, property types related to the automobile tourist often underwent a variety of changes to "keep up with the times" and the services that were expected by the traveling public. For example, the physical building form of a gas station evolved from a small structure to a service station with one or two service bays to repair vehicles. Other businesses such as tourist courts also evolved to provide expanded services to the traveler by adding a gas station and/or cafe.

Significant alterations occurring outside the period of significance can diminish the overall integrity of a property, disqualifying it from National Register listing. Significant alterations may include large additions, altered original fenestration patterns, replacement exterior cladding, or removal of some buildings or structures within a complex.

Several types of properties were once prevalent along U.S. Highway 66 but are now disappearing from the highway landscape. For example, tourist courts appear to be a rare property type not commonly seen today along the route. The relative scarcity and lack of comparable properties should be used to inform the degree of alterations acceptable while still retaining historic integrity. As a result, a larger degree of alterations may be acceptable for a rare property type, while few alterations may be acceptable for more common property types because other examples with better integrity can tell the same story.

Properties are not required to retain their historic function to be nominated under this MPDF. Properties that are vacant or have been adaptively reused will likely meet National Register criteria if they retain character-defining features and those aspects of integrity important to understand its original use and association with U.S. Highway 66.

A discussion of the prominent property types identified in Section E follows.

Highway and road-related structures
Areas of Significance: Transportation, Engineering
Historic context: Development of U.S. Highway 66 in California

Registration requirements
Highway and road-related structures associated with U.S. Highway 66 may be eligible for National Register listing under *Criterion A*: *Transportation* for demonstrating transportation trends in U.S. and California history. Highway and road-related structures related to U.S. Highway 66 may be eligible for National Register listing under *Criterion C: Engineering* for innovative design and construction practices.

Character-defining features

Highway segments (still in use and abandoned)

- Original surface material during period of significance (sections of gravel, bituminous/asphalt, concrete, etc.)
- The presence of road-related structures, which may include:
  - Culverts
  - Retaining walls
  - Spillways
  - Guardrails

Urban segments

- Curb and gutter
- Medians
- Turn lanes

- Access and exit ramps

Desert/rural segments

- Graded portions of road shoulder
- Banked curves
- Side slopes
- Roadbed raised from surrounding landscape

Bridges

- Superstructure
- Main structural members

Roadside parks

- Parking area for automobiles
- Shade trees
- Areas for travelers to rest (may include open areas, picnic tables, and restrooms)

Integrity

To meet the requirements for National Register listing under *Criterion A*, highway and road-related structures should retain integrity of location, association, feeling, and setting as these are important to establish the properties' relationship to the transportation development of U.S. Highway 66. Integrity of design, materials, and workmanship are also needed but are less important to establishing the relationship with U.S. Highway 66. Slight realignment from the original alignment is not enough to make an otherwise eligible road segment not eligible. Realignment that was completed during the period of significance can be eligible as it tells a story of the evolution of the route. A road segment and/or road-related structures retain integrity of setting and feeling if a sense of the automobile travel experience on U.S. Highway 66 during the period of significance can be understood. The length of road segment and the retention of landscape and built environment features from the period of significance with limited non-historic age intrusions are determinants in measuring these areas of integrity. Sections must be long enough to convey the sense of a continuous road across the California desert or through the urban environs of the Los Angeles basin. The presence of other properties historically associated with the road can contribute to the integrity of setting and feeling, but are not required.

Highway and road-related structures related to U.S. Highway 66 may also be eligible for National Register listing under *Criterion C*: *Engineering* as demonstrating distinctive characteristics of a type, period, or method of construction, including technological advances in road and bridge design and construction. For these properties to be eligible for National Register listing under *Criterion C* as distinctive examples of a property type or engineering design, they should continue to exhibit character-defining features from the period of significance and retain integrity of design, materials, and workmanship. The physical features of a road segment may include the

original cross section template and structural elements such as bridges, culverts, guardrails, and other road-related structures.

Road segments in which surface material from the period of significance has been covered or replaced, or where work has been completed to widen road shoulders or replace minor structures, does not necessarily render the property not eligible if other aspects of integrity remain. Bridges widened within the period of significance need to be evaluated to determine if the widening was part of an important transportation or engineering project and shows the progression of the route; otherwise, altered bridges need to retain integrity of design, materials, and workmanship.

Most highway and road-related structures will possess significance at the local level since an isolated segment of the route relays the setting and feeling the automobile traveler experienced along a discrete portion of U.S. Highway 66. Highway and road-related structures may possess significance at the state level if they demonstrate early advances in design or construction innovations that subsequently spread across the state or region.

For highway and road-related properties, such as bridges, that pre-date the highway's period of significance, an association with U.S. Highway 66 and continued use by automobile travelers within the period of significance needs to be demonstrated to be eligible for National Register listing.

Agricultural inspection stations
Areas of Significance: Transportation, Architecture
Historic context: Development of U.S. Highway 66 in California

Registration requirements
One agricultural inspection station remains along the route. This property was one of many throughout the state that were established and operated to prevent the spread of parasites and diseases in the state. The agricultural inspection station should be evaluated within the context of transportation development along U.S. Highway 66 under *Criterion A: Transportation* and as examples of the property type under *Criterion C*: *Architecture*. To be eligible for listing in the National Register under *Criterion A: Transportation* it must have served to inspect vehicles by the California Department of Agriculture for contraband entering California along U.S. Highway 66. This property also reflects the role of state government; however, as it relates to U.S. Highway 66, this property may qualify for listing for its association with operations related to conveying materials into California along U.S. Highway 66 under *Transportation*. For this property to be eligible for National Register listing under *Criterion C: Architecture* as a distinctive example of a property type, it needs to be evaluated against other agricultural inspection stations in California.

Character-defining features
- Central office building
- Drive-thru inspection lanes
- Canopies over inspection lanes

Integrity

To meet the requirements for National Register listing under *Criterion A:Transportation*, agricultural inspection stations should retain overall layout and siting of key buildings and structures and integrity of location, association, feeling, and setting to establish the property's relationship to the transportation development of U.S. Highway 66. Integrity of design, materials, and workmanship are needed, but are less important to establishing the relationship with U.S. Highway 66. Alterations may be acceptable if character-defining features are intact and the alterations were sensitive to the original design and completed within the period of significance.

Agricultural inspection stations may also be eligible for National Register listing under *Criterion C* in the area of Architecture as distinctive examples of a property type. For these properties to be eligible for National Register listing under *Criterion C* as distinctive examples of a property type, they should continue to exhibit key buildings and structures from the period of significance and retain integrity of design, materials, and workmanship. In general, these properties should display few alterations to the massing, fenestration patterns, and historic materials.

Travel accommodations

Areas of Significance: Commerce, Architecture
Historic contexts: Auto and Tourism Businesses on U.S. Highway 66

Registration requirements

Travel accommodations may be significant under *Criterion A*: *Commerce* for providing goods and services to the traveling public along U.S. Highway 66, in addition to serving local and regional needs. Travel accommodations with a direct association to U.S. Highway 66 may also be eligible for National Register listing under this MPDF under *Criterion C*: *Architecture* as a distinctive example of a property type or as a representative example of a distinctive style or form. Evaluation of former municipal and privately owned auto camp sites, without physical above-ground features, should be evaluated under *Criterion D* as archeological sites (discussed with other archaeological sites below).

For businesses along or near the route in the urban Los Angeles basin (roughly contained within Los Angeles County), roadside businesses served both the traveling public, which became more dispersed towards the end of the route, and large numbers of local residents. As such, the association of these properties to U.S. Highway 66 is less clear than in areas that were historically non-urban (roughly contained within San Bernardino County). As a result, to consider properties significant under *Criterion A: Commerce* in the Los Angeles basin, it is also necessary to establish that a business was providing its goods and services in direct response to the through-traveler. Further intensive-level research will be critical in establishing and documenting a direct and important association with U.S. Highway 66. Such research and documentation may include advertisements, newspaper articles, and promotional literature linking the property to efforts to provide travel accommodations specifically to tourists along the route.

Travel accommodations eligible for listing in the National Register under this MPDF must be located along U.S. Highway 66 during the period of significance of the route. For travel accommodations that were constructed prior to the highway's period of significance (1926), a direct association with U.S. Highway 66 within the period of significance needs to be demonstrated for these properties to possess significance under this context.

Travel accommodations will typically possess significance at the local level, since travel accommodations were established along U.S. Highway 66 in many communities and their importance relates to providing local goods and services at specific points or in communities along the route.

Character-defining features

Auto camps (municipal and privately owned camping grounds)

- Open space for car camping in a park-like setting
- Amenities may include a communal washroom or shower building, fireplaces, grills or facilities for cooking, picnic shelters, electrical hookups, and recreation areas
- May include a designed landscape

Tourist courts

- Accommodations provided in small, one-story individual buildings (e.g., cabins, bungalows, tepees, etc.) grouped together
- Complex typically includes an office (often in a freestanding building)
- Arrangement of buildings in a row or around a courtyard is common
- Amenities may include a communal laundry, washroom, store, or gas station
- Auto parking lot

Motels

- Accommodations provided in one- or two-story buildings (examples from the pre-World War II era are typically one story)
- Accommodations housed in one or two buildings typically in an L or U shape
- Rooms typically accessed from exterior door
- Office could be a free-standing building or incorporated into a building with accommodations

- Free-standing sign near the road or attached to a building with accommodations

Hotels

- Accommodations provided in buildings that are two or more stories in height, often monumental in scale when compared to other travel accommodations by housing a large number of guests
- Rooms typically accessed for the interior by linear corridors
- Building housed guest amenities such as restaurants, ballrooms, lounges, small retail shops, and personal services (e.g., laundry, salons, barber shops)
- Prominent entryway often with a portico opening into a large lobby space

Integrity

To meet the requirements for National Register listing under *Criterion A: Commerce*, travel accommodations should retain integrity of location, association, feeling, and setting as these are important to establish the property's relationship to commercial development along U.S. Highway 66. Integrity of design, materials, and workmanship are also needed but are less important to establishing the relationship to commerce. In order to meet the requirements for National Register listing under *Criterion C: Architecture* as an example of a property type or architectural style, travel accommodations should retain integrity of design, materials, and workmanship as these are important to demonstrate the property's significance as an example of a property type or an architectural style. In general, these properties should display few alterations to the massing, fenestration patterns, and historic materials unless it is a rare property type. Alterations to individual buildings of a complex may be acceptable if they were sensitive to the original design and the alterations were completed within the period of significance and thus are part of the evolution of the property. Removal of key components of a complex, such as the majority of the individual lodging buildings in a tourist court, will result in a loss of integrity under either *Criterion A* or *C*.

Automobile services

Areas of Significance: Commerce, Architecture
Historic Contexts: Auto and Tourism Businesses on U.S. Highway 66

Registration requirements

Automobile services, including gas stations, service stations, automobile dealerships and garages, car washes, and drive-in markets, may be significant under *Criterion A*: *Commerce* for providing goods and services to the traveling public along U.S. Highway 66, in addition to serving local and regional needs. For businesses along or near the route in the urban Los Angeles basin (roughly contained within Los Angeles County), roadside businesses served both the traveling public, which became more dispersed towards the end of the route, and large numbers of local residents. As such, the association of these properties to U.S. Highway 66 is less clear than in areas that were historically non-urban (roughly contained within San Bernardino County). As a result, to

consider properties significant under *Criterion A: Commerce* in the Los Angeles basin it is necessary to establish that a business was providing its goods and services in direct response to the through-traveler. Further intensive-level research will be critical in establishing and documenting a direct and important association with U.S. Highway 66. Such research and documentation may include advertisements, newspaper articles, and promotional literature linking the property to efforts to provide good and services specifically to tourists along the route.

Automobile service properties related to U.S. Highway 66 may also be eligible for National Register listing under *Criterion C: Architecture* as a distinctive example of a property type or architectural style. Automobile service properties eligible for listing in the National Register under this MPDF must be located along U.S. Highway 66 during the period of significance of the route. For automobile service properties that were constructed prior to the highway's period of significance (1926), a direct association with U.S. Highway 66 within the period of significance needs to be demonstrated for these properties to possess significance under this context.

Automobile service properties will typically possess significance at the local level, since these services were established along U.S. Highway 66 in many communities and their importance relates to providing service at specific points or in communities along the route.

Character-defining features

Gas and service stations

- Building with office and sales space
- Large entry doors or service bays for automobiles to pass into the building (if service station)
- Island for gas pumps
- Canopy extending outward from the building or over island for gas pumps
- Curb cuts for entrance and exit
- Signage as free standing, attached to or painted on building to catch motorists attention

Car dealerships and garages

- Large open lot area to display vehicles and/or interior showroom with windows to display vehicles
- Large entry doors or bays for automobiles to pass into the building for display (and service if dealership also contained auto repair)
- Light standards to light open lot area to display vehicles

Car washes

- Large open bays for automobiles to pass through the building
- Mechanical wash equipment

Drive-in markets

- Multiple commercial spaces set back from the road centered on a parking lot
- Parking lot in front of multiple commercial spaces

Integrity

To meet the requirements for National Register listing under *Criterion A*, automobile service properties should retain their character-defining features and integrity of location, association, feeling, and setting as these are important to establish the property's relationship to transportation on U.S. Highway 66. Integrity of design, materials, and workmanship are needed but are less important to establishing the relationship with U.S. Highway 66 under *Criterion A*. Alterations may be acceptable if character-defining features are intact and the alterations were sensitive to the original design and completed within the period of significance. For automobile service properties to be eligible for National Register listing under *Criterion C* they should continue to exhibit character-defining features from the period of significance and retain integrity of design, materials, and workmanship. In general, under *Criterion C* these properties should display few alterations to the massing, fenestration patterns, and historic materials, and continue to clearly convey their historic function. Very few gas stations retain original pumps; therefore, this is not a requirement for eligibility.

Restaurants

Areas of Significance: Commerce, Architecture
Historic Contexts: Auto and Tourism Businesses on U.S. Highway 66

Registration requirements

Restaurants, including family restaurants, diners, drive-ins, food stands, and fast food restaurants, may be significant under *Criterion A*: *Commerce* if they served travelers along U.S. Highway 66, in addition to serving local and regional needs.

For businesses along or near the route in the urban Los Angeles basin (roughly contained within Los Angeles County), roadside businesses served both the traveling public, which became more dispersed towards the end of the route, and large numbers of local residents. As such, the association of these properties to U.S. Highway 66 is less clear than in areas that were historically non-urban (roughly contained within San Bernardino County). As a result, to consider properties significant under *Criterion A: Commerce* in the Los Angeles basin it is also necessary to establish that a business was providing its goods and services in direct response to the through-traveler. Further intensive-level research will be critical in establishing and documenting a direct and important

association with U.S. Highway 66. Such research and documentation may include advertisements, newspaper articles, and promotional literature linking the property to efforts to provide good and services specifically to tourists along the route.

Restaurants associated with U.S. Highway 66 may also be eligible for National Register listing under *Criterion C: Architecture* as a distinctive example of a property type or architectural style.

Restaurants eligible for National Register listing under this MPDF must be located along U.S. Highway 66 during the period of significance of the route. For restaurants that were constructed prior to the highway's period of significance (1926), a direct association with U.S. Highway 66 within the period of significance needs to be demonstrated for these properties to possess significance under this context.

Restaurants will typically possess significance at the local level, since these services were provided along U.S. Highway 66 in many communities and their importance relates to providing goods and services at specific points or in communities along the route.

Character-defining features

- Parking lot
- Interior area for seating or ordering (not food stands or drive-ins)
- Interior area for food preparation
- Area for car to park often under an overhead canopy (drive-ins)
- Signage as free standing, attached to, or painted on building to catch motorists attention
- Building form may serve as advertisement/signage (e.g., giant orange stands, may also serve a examples of programmatic architecture)

Integrity

To meet the requirements for National Register listing under *Criterion A*, restaurant-related properties should retain their character-defining features and integrity of location, association, feeling, and setting as these are important to establish the property's relationship to commercial development along U.S. Highway 66 for automobile tourists. Integrity of design, materials, and workmanship are needed but are less important to establishing the relationship with U.S. Highway 66 under *Criterion A*. Alterations may be acceptable if character-defining features are intact and the alterations were sensitive to the original design and were completed within the period of significance. For these properties to be eligible for National Register listing under *Criterion C* as distinctive examples of a property type or architectural style, they should continue to exhibit major characteristic features from the period of significance and retain integrity of design, materials, and workmanship.

Commercial signage
Areas of Significance: Commerce, Architecture
Historic Contexts: Auto and Tourism Businesses on U.S. Highway 66

Registration requirements
Signage is typically a contributing feature of the property with which it promotes or advertises. However, signage located along U.S. Highway 66 may also qualify independently for listing in the National Register. As such, without the building it advertises signage generally would not be eligible under *Criterion A: Commerce*, but may possess significance under *Criterion C: Architecture* as a distinctive example of a property type. When signage is attached to a building or other structure, it is not necessary for the building or structure to also meet criteria of National Register listing.

Commercial signage will typically possess significance at the local level, since the services it was advertising were likely provided along U.S. Highway 66 in many communities and their importance relates to advertising the specific business at specific locations or within communities along the route.

Character-defining features

- Two- or three-dimensional objects mounted on buildings or free-standing structures, such as poles or towers
- Graphics, symbols, and/or text
- Illuminating elements for visibility at night

Integrity
To meet the requirements for National Register listing under *Criterion A*, signage should retain integrity of location, association, feeling, and setting as these are important to establish the resource's relationship to the commercial development along U.S. Highway 66 for automobile tourists. Integrity of design, materials, and workmanship are needed but are less important to establishing the relationship with U.S. Highway 66. Alterations may be acceptable if significant features are intact, the alterations were sensitive to the original design, and alterations were completed within the period of significance. A certain level of alterations to wording or symbols may be acceptable to accommodate the needs of subsequent businesses if the overall form, design, and materials of the signage remain intact.

Signage may also be eligible for National Register listing under *Criterion C: Architecture* as distinctive examples of a property type. For commercial signage to be eligible for National Register listing under *Criterion C* as distinctive examples of a property type, they should continue to exhibit character-defining features from the period of significance and retain integrity of design, materials, and workmanship. In general, these properties should display few alterations to the design and historic materials even if the function of the business or other enterprise with which the signage may have been historically associated have changed.

Signage related to U.S. Highway 66 in California dates from the period of significance for U.S. Highway 66. Reproduction signage is not eligible for the National Register.

Town sites and auto camps (migrant roadside camps) – Archeological sites
Areas of Significance: Commerce, Social History
Historic Context: Auto and Tourism Businesses on U.S. Highway 66, U.S. Highway 66 as a Migratory Route

Registration and integrity requirements
These sites are important to understand the conditions associated with early auto travel and migration across U.S. Highway 66, particularly through the California desert prior to the establishment of modern highways.[347] Roadside establishments were few and far between in the early years of the highway's designation. Former town sites and auto and migratory camps may have lost integrity as resources in the built environment but may offer important answers to understand the nature and early development of auto travel and the migratory experience.

Former town sites and auto and migratory camps may be eligible for National Register listing under *Criterion D* for the potential to yield important information about early travel along U.S. Highway 66. These sites may address current data gaps, provide alternative theories, or reconstruct the sequence of archeological cultures for the purpose of identifying and explaining continuities and discontinuities in the archeological record for a particular area. Information that can be derived from archeological sites, and the value of such information, will vary from property type to property type and will largely be affected by the extent of the remaining undisturbed features of the site. For archeological sites, less attention is given to their overall condition and physical integrity than if they were being considered under *Criteria A*, *B*, or *C*. Integrity is based on the property's potential to yield specific data that addresses important research questions and will need to be assessed on a property-by-property basis. The assessment of integrity will be evaluated based upon whether or not the significant cultural material remains sufficiently intact to convey valuable information.

ADDITIONAL PROPERTY TYPES FOR CONSIDERATION

Through initial research, several property types were considered for their association with U.S. Highway 66. However, after completing research and the reconnaissance surveys of three pilot survey segments along U.S. Highway 66, extant examples of the property types listed below were either not found or there was no apparent association with U.S. Highway 66. These potential property types are provided to consider during future research and survey.

- Travel stops and recreational destinations under *Criterion A: Recreation*, which may include but are not limited to:

[347] Cassity, 147-148.

- Recreational attractions and tourist sites (e.g., theme parks, golf courses) along or adjacent to the route)
- Parks
- Swimming pools
- Hotel/resorts in Pasadena, the downtown area of Los Angeles, and west of downtown were not reviewed during the reconnaissance survey of the three pilot survey segments. Future survey work may provide examples associated with the route in which to describe character-defining features.

- Facilities associated with military migration during World War II may be considered under *Criterion A: Social History*
- Bus stations may be considered under *Criterion A: Transportation*
- Bungalow courts may be considered under *Criterion A: Social History*
- Truck terminals may be considered under *Criterion A: Transportation*
- Weigh stations may be considered under *Criterion A: Transportation*

G. Geographical Data

The geographic area of U.S. Highway 66 in California encompasses San Bernardino and Los Angeles Counties and includes the municipalities of Needles, Daggett, Barstow, Victorville, San Bernardino, Rialto, Fontana, Rancho Cucamonga, Upland, Claremont, Glendora, Azusa, Monrovia, Arcadia, Santa Anita, Pasadena, Los Angeles, Hollywood, West Hollywood, Beverly Hills, West Los Angeles, Santa Monica, and others that a main or alternate route of U.S. Highway 66 passes.

A series of maps showing the geographic area covered by this National Register MPDF is provided at the end of this document as additional documentation. The map defines main highway routes and major alternate routes identified during identification efforts (see Section H for a discussion of how the mapping was compiled).

H. Summary of Identification and Evaluation Methods

This National Register MPDF is based on work completed in 2010 by Mead & Hunt, Inc. (Mead & Hunt) for the Route 66 Corridor Preservation Program of the National Park Service (NPS) and the California Preservation Foundation (CPF). The context statement, property types, and registration requirements were developed from a review of existing primary and secondary sources and known properties related to the development of U.S. Highway 66 in California and other states. Research focused on topics that have not been extensively developed in the study of U.S. Highway 66 in California and other states and comparative highway development and use in relation to other routes in Southern California. Research also focused on understanding the role U.S. Highway 66 played in the development of Southern California transportation, migration, and tourism, and to identify property types associated with these themes.

The geographic area covered by U.S. Highway 66 in California is well documented through both primary and secondary sources. Mead & Hunt compiled a map of the main highway route, defined as the segments having the longest continuous use, and major alternative highway segments (see Map Numbers 1-41 at the end of this document). The main route and major alternatives were confirmed during a drive of the route in June 2010 by NPS, CPF, and Mead & Hunt staff. A series of community meetings were conducted during the project to solicit additional information on the history of the highway and properties with an association with the highway. Based on review of existing sources, the drive-along, and community meetings, three pilot survey segments were selected for documentation in a reconnaissance survey. Two urban highway segments, located in the Los Angeles metropolitan area, were selected for their potential to provide information on the role of the highway in the urban environment. The urban survey segments include Sunset Boulevard in Los Angeles (Maltman Avenue to North Benton Way) and North Figueroa Street in Los Angeles (E. 39th Avenue to N. 55st Avenue). A third pilot survey segment located in the Mojave Desert was selected in Needles (Desnok Street along West Broadway to G Street). No properties known to be listed in the National Register with a direct association with U.S. Highway 66 are located within the pilot survey segments.

The pilot reconnaissance survey was conducted in August and September 2010 and consisted of property documentation and limited site-specific research. The pilot reconnaissance survey was conducted in accordance with the National Register Bulletin's *Guidelines for Local Survey: A Basis for Preservation Planning* and the California Office of Historic Preservation's *Instructions for Recording Historical Resources*. Historic mapping was used to identify properties within the survey segments associated with the contexts of *Transportation*, *Social History* (migration), and *Entertainment/Recreation* (tourism), and which appeared to have an association with the route. Properties were documented regardless of historic integrity and if they appeared to have been constructed prior to 1975.

Properties that appeared to have an association with U.S. Highway 66 within the pilot survey segments were recorded on California Department of Parks and Recreation (DPR) 523 A forms to provide basic identification and descriptive information. A DPR 523 Continuation Sheet was used to document results of site-specific research and provide a statement of the property's association to U.S. Highway 66. Locations of surveyed properties are plotted on maps of each of the survey segments. Eligibility for the National Register and/or the California Register of Historical Resources was not evaluated. Completed DPR 523 forms and mapping were provided to the California State Office of Historic Preservation and the Autry National Center of the American West in Los

Angeles. Following completion of the reconnaissance survey and development of the MPDF, Mead & Hunt completed a National Register Nomination Form for Wigwam Village No. 7 in San Bernardino for submission in conjunction with the MPDF.

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