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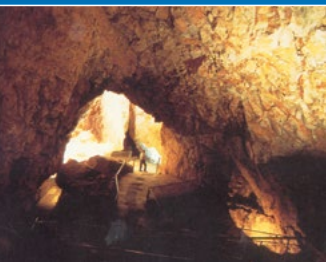


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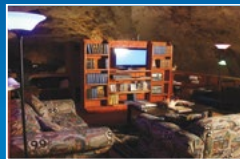


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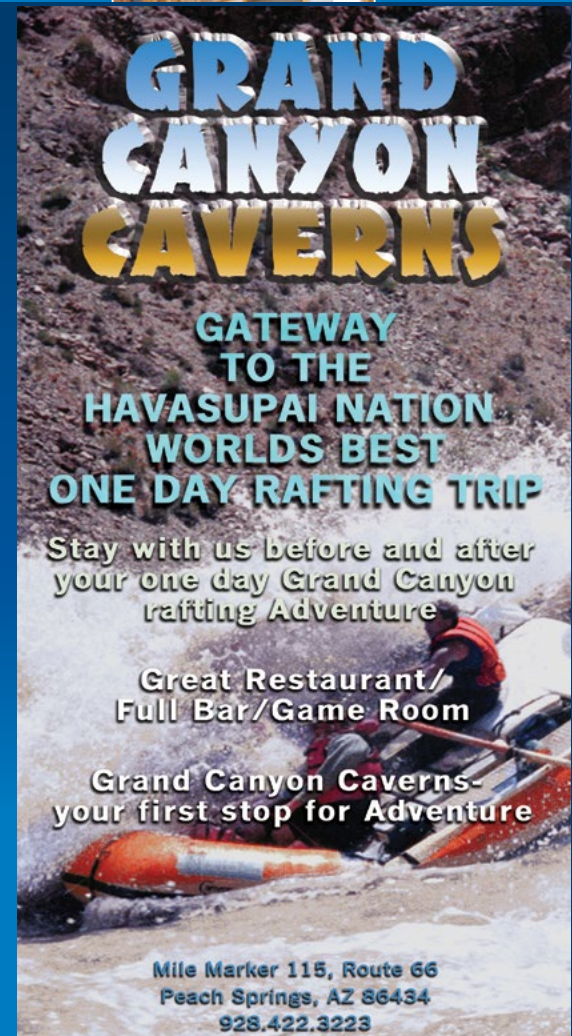
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Our mission is to become a partner with **YOU** in Marketing, Promoting and Advertising you the client, By creating a Souvenir Magazine for your customers.

This copy, you are now reading, is a sample of the kind of material we can do for you. When we say CUSTOM we mean the content will be all about you with other articles/photos that give your customers a true Collectable Souvenir of their visit to your business or event.

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It winds from Chicago to LA

By David Clark

According to the famous song, "Get Your Kicks on Route 66," the road "winds from Chicago to L.A.". However, the song does not say why 66 begins in the Windy City, nor does it tell us an important fact: without Chicago there would be no Route 66! To tell the story of how Route 66 was born, we need to look much further back—to 1834, when Chicago was incorporated as a village with a population of 350.

Back in 1834, Chicago was little more than a swamp, but its namesake river was to become part of a chain of waterways linking New York City with the American frontier. A canal was to be built linking the Chicago River—that flowed into the Great Lakes via Lake Michigan—to the Illinois River, a tributary of the Mississippi River system. To the east, the Erie Canal and the Hudson River connected NYC to the Great Lakes. Chicago was the transfer point between lake traffic and the vast reaches of the western half of the continent. With the promise of great future wealth in mind, people flocked to swampy Chicago in search of a dream of better days.

The Illinois & Michigan Canal opened in 1848, and that same year saw the completion of Chicago's first railroad. While the canal was



the reason for Chicago's existence, it was the railroad that led to the city becoming the Gateway to the West. In time, twenty-three trunk line railroads radiated out of Chicago like spokes from a wheel hub. All eastern railways terminated in the Windy City, where passengers could board western trains bound for the frontier and the Pacific Coast. Three of those—the Chicago Northwestern, the Rock Island, and the Santa Fe Railroads—promised by the early 20th century to deliver passengers from Chicago to L.A. in—66 hours! The trip from Chicago to L.A. proved to be an important connection—linking the historic Gateway to the West with the new commercial capital of the west coast.

The trails blazed by waterways and rails were the first to be traced by the automobile. In 1925, the American Association of State Highway Officials (AASHO) formed a committee of five people to create a map linking state highways with uniform numbering to assist motorists traveling across the country. Transcontinental and principal east-west routes were assigned multiples of 10. U.S. Highways 20, 30, 40, 50, 70, and 80 were all marked from Atlantic to Pacific. The lone exception was the crescent-shaped route from Chicago to Los Angeles marked as U.S. 60. The committee felt that one route preserving "the prevailing flow of traffic" from Chicago to the west via St. Louis "would inevitably be one of the most heavily traveled U.S. Highways."

The map drew immediate fire from Kentucky Governor William Fields, who felt that U.S. 60 should be routed east from St. Louis through Kentucky to the Atlantic at Newport News, Virginia. U.S. 50 passed north of Kentucky, and U.S. 70 passed to the south. To Governor Fields, Chicago politics had stolen away his primary highway! He pointed to the fact that three of the five committee members that had drawn the map were interested parties in the Chicago-to-L.A. highway—they were the heads of the highway departments in Illinois, Missouri, and Oklahoma. He threatened to remove Kentucky from the U.S. highway system unless U.S. 60 was re-routed through his state.

The backers of the Chicago-to-L.A. route would not back down in their insistence that this important corridor be represented by a single number. After rejecting a compromise that would have changed the Illinois portion to 60N, for 60 North, they went back and noticed that the number 66 had not yet been assigned. They agreed to let the Kentucky Governor have his Route 60, and they preserved the connection between Chicago and Los Angeles with Route 66.

If not for the high regard of the original map makers for the importance of "a single numbered highway connecting Chicago with Los Angeles through St. Louis," there would have been no reason to fight for Route 66. We can truly say there would be no Route 66 if not for Chicago. Therefore, you cannot get ALL your kicks on Route 66 without coming to Chicago—the place where the road begins!

When in Chicago, there is no better way to explore the place where the road begins than to take a tour with Dave Clark, the Windy City Road Warrior. He literally wrote the book—*Route 66 in Chicago*!

Visiting Route 66 in Chicago is an experience best enjoyed on foot. We start at the sign that says "Route 66 Begins." We stroll through the history of the highway's connections to the city, and see firsthand how

the city's commerce helped build the corridor of travel between Lake Michigan and the Pacific Coast. Dave Clark connects the architectural masterpieces along Chicago's Route 66 to the growth of the highway. We explore inside the buildings where we will uncover artistic wonders, inside stories, and hidden history. At the end of the tour you will know better than anyone **WHY** Chicago is the place where the Road Begins!

For tour information, go to www.Route66Chicago.com, or call 312-432-1284. Use the Promo Code 66Pulse for a special gift!



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Willem was the kind of person whose hands could make what his eyes saw.

His specialty and hobby was the creation of scale models of buildings along Route 66.

By Monique Bor and Dries Bessels



In 2005 he and his wife, Monique, planned a vacation to the USA for the first time during which they drove a part of Route 66 in New Mexico, Arizona and California and they fell in love with the road! They always made lots of pictures so the collection of pictures of Route 66 buildings was very large.

Willem always liked to make things but time wasn't there until 2010! He worked as a private contractor and, due to the recession, he had no work for a couple of months so he started making scale models. The first one was Lucille's in Hydro, OK. The second one was the 66 Super Service Station in Alanreed, TX. and the third one, a very important one, was the Little Juarez Diner in Glenrio, TX.

Judy Wallmark, treasurer of the Lebanon Laclède Library, saw Willem's question on the internet, he couldn't read the name and he want to build it as realistic as could be so he asked people for information. Judy told him they had a diorama in the museum that was unfinished. She had searched the USA for someone to finish it but

couldn't find anyone so when she saw that he built scale models she was thrilled! The diorama depicts the crossroad of Route 66 and Missouri Route 5 in the 1940s. The cabins of Nelson's Dream Village were there but the key element was missing, the landmark Nelson Tavern Service Station, water tower and pump house. There were only some old postcards and newspaper articles so it was a huge challenge to build the model! He received the measurements from Judy and started to build it. In a couple of months, it was ready and Willem and his wife travelled to Lebanon where he finished the diorama for them. The unveiling was a big happening and this was the definite start of his career in model building. In the next 6 years he built another 32 models, all stunning on beauty, realism and detail.





He donated several models to the Lebanon Laclede Library, the Pontiac Oakland Museum in Illinois and the Route 66 Museum in Victorville, CA. They were almost all brought to the USA during vacations of the couple. In August 2014 Dries Bessels and his wife Marion Flimm were invited to the Route 66 festival in Kingman. Willem and Monique

Before he left, he posted pictures on Facebook of the box and did the same from the airport in Houston and later Kingman. By the time they arrived at the festival everybody knew he was carrying that box but nobody knew what was inside so it was a source of a lot of curiosity. He'd been asked to give a presentation and did so while the unopened box sat prominently on the stage and by the end of the presentation, he asked Melba to come to the stage. It took some pressure on Melba (applied by her sister Renee) to get her there, especially since she did not know what was going to happen. When Dries opened the box and got the model out, she went silent! A rather unique thing so I have been told. Later when Dries was in Galena he assembled the model and it is now proudly on display in 'Cars on the Route' in Galena.

were also invited but not able to be there due to his work. Willem asked Dries to not tell anybody but bring the model of '4 Women on the Route' to the US to be presented to Melba during the festival. Melba had been nagging Willem for years to build a model of this place! Cris Rutgers created a custom box that Dries hand carried on the flight from Amsterdam to Houston and from Houston to Kingman.

Unfortunately, Willem became ill in 2015 but he kept on building models. The treatment went well and Willem and Monique even went to the USA that year. In 2016 the illness got worse and he was at home most of the time. Making scale models was a much-needed pastime for him and he made 12 models that year. In December 2016 the dis-





ease became really bad and in January 2017 a group of friends went to Willem and Monique's house for a final goodbye. During that visit Willem mentioned to Dries that he would like it very much if his models (his house was filled with them by now) would be sent to the US to be displayed in the state where the actual building was located. Dries decided he would make this happen and started a fund raiser that same day. He sent out a load of email and Facebook messages and the response was almost overwhelming. Within a day or two there was well over 4000 Euro and it was clear he would be able to help Willem with his last wish! He contacted Route 66 Associations and several museums along the route and in almost those same few days we had found locations for all of them. Locations where the models would be on display and be enjoyed, just like Willem wanted.

However, shipping such vulnerable models to the USA is a difficult thing to get done and at one stage Dries was ready to give up. He simply did not know how to deal with all the customs paper work, airway bills, shipment manifests and such. That was when he contacted DHL to ask about the cost of such shipment and they were so impressed by the story that they called him back the next day to say that they would take care of everything plus pay for the actual shipment! You can imagine how relieved we were but also how immensely happy that Willem actually got to know about this before he died.

A few days later Willem's funeral took place and it was very difficult for our group of friends, struggling with our own sentiments and supporting Monique at the same time. A big mental boost came when we received the shipping boxes, made again by Cris Rutgers (one of the members of the association), and starting packing them up. We loaded 4 cars full of boxes and drove to the DHL office at the airport where we did the final packing and labelling together with the incredibly helpful people from DHL and we waved them goodbye. It was an emotional experience but also so incredibly good to know that the models went all along Route66 and can be seen by all who travel the Route 66!

Below is the list with all the models and their location. The list (including photo's) can be found online on the Dutch Route66 Association website (<https://rte66.nl/index.php/ct-menu-item-39/modelbouw>).

Dries Bessels

Has travelled the route 11 times out of which 9 times as tour-guide and will this year add two trips to that number. Founder and chairman of the Dutch Route66 Association and member of the Road Ahead Initiative.

Dries can be reached via Email dries@rte66.nl or phone +31-6-4402-8346

Being the chairman of the Dutch Route66 Association and webmaster of the Dutch Association's website (<http://www.rte66.nl>) I regularly get requests from potential travelers for the recommendation of a travelguide for Route66 in the Dutch language. Since such a book did not exist I decided to write one in 2017.

As tourguide I ride the Route at least once a year. This year even twice (in May and in September) and on these rides I will bring a copy of my book along and will ask as many people as possible to sign it. At the end of the rides we should have many signatures of many people on and along the road.

Once that is finished the book will be raffled off with the proceeds going to the Painted Desert Trading Post co-op to be used to support that fragile old building. You can buy raffle tickets from me while on the road or via Paypal (dries@bessels.org)

If you intend to meet up with us and sign the book please let me know in advance? You can reach me via email on dries@bessels.org



Model name	Owner/location
Illinois	
Ambler's Texaco Gas Station	Dwight Economic Alliance, 119 West Main Street, Dwight
Old Mill Restaurant, Lincoln	Klaas van der Heide, The Netherlands
Rich & Creamy, Joliet	Maurice Aust, The Netherlands
Riviera Roadhouse (burned down), Gardner	Lebanon Laclede County Library, 915 S, Jefferson Ave, Lebanon
Standard Oil Gasoline Station, Odell	Pontiac Oakland automobile museum, 205 N Mill St. Pontiac
Missouri	
Diamonds Restaurant, Villa Ridge	Lebanon Laclede County Library, 915 S, Jefferson Ave, Lebanon
John's Modern Cabins, Near Arlington	Ramona Lehman, Munger Moss Motel, Lebanon
Gay Parita Sinclair Gas Station, Paris Springs Junction	Lebanon Laclede County Library, 915 S, Jefferson Ave, Lebanon
Munger Moss sign, Lebanon	Ramona Lehman, Munger Moss Motel, Lebanon
Nelson Tavern, Lebanon	Lebanon Laclede County Library, 915 S, Jefferson Ave, Lebanon
Philips 66 station, Red Oak	Marion Flimm & Dries Bessels, The Netherlands
Kansas	
4 Women on the Route, Galena	Melba Rigg / Cars on the Route, 119 N Main St., Galena
Oklahoma	
Magnolia Service Station, Texola	Seaba Station, 336992 E Hwy 66, Chandler
Allen's Conoco Fillin' Station, Commerce	Monique Bor
Dairy King, Commerce	Seaba Station, 336992 E Hwy 66, Chandler
Lucille's station, Hydro	Mirjam van Ravenhorst & Willem van den Brink, The Netherlands
Owl Court Motel, Oklahoma City	Chandler Route66 Interpretive centre, 400 East Highway 66, Chandler
Tophat Dairy Bar, Foyil	Chandler Route66 Interpretive centre, 400 East Highway 66, Chandler
Water Hole #2, Texola	Seaba Station, 336992 E Hwy 66 Chandler
Texas	
66 Super Service Station, Alanreed	Devil's Rope Museum, 100 S Kingsley St, McLean
Cadillac de Ville 1959, Amarillo	Monique Bor
Little Juarez Café, Glenrio	TeePee curios, Tucumcari
Whiting Bros. Station, Shamrock	Devil's Rope Museum, 100 S Kingsley St, McLean
New Mexico	
66 Diner, Albuquerque	Maggie & Jeroen Boersma, The Netherlands
Ranch House café sign & truck, Tucumcari	Monique Bor
Tee Pee curios, Tucumcari	TeePee curios, Tucumcari
Texaco Gas Station, Glenrio	Blue Swallow motel, Tucumcari
Arizona	
Cool Springs Station, Kingman	Sabine Zimmer & Ronald Teijken, The Netherlands
General Store, Hackberry	Monique Bor
Mr D'z, Kingman	Scott Dunton's garage, Kingman
Painted Desert Trading Post, Holbrook	Marion Flimm & Dries Bessels, The Netherlands
Snow Cap Drive-In, Seligman	Anja & Wolfgang Werz, Germany
Twin Arrows trading post, Winona	Antares Point Visitor centre, Antares Point, Kingman
California	
Bagdad Café, Newberry Springs	Route66 museum Victorville
Cucamonga Service Station, Rancho Cucamongo	Route66 museum in Victorville

Route 66 Factoids

By Mark Potter

Jan. 31, 2005

1 1926 was the year that Route 66 emerged as an official highway designation when the American Association of State Highway Officials created a system of numbered U.S. highways to carry traffic throughout the nation, replacing names such as the Lincoln Highway, Ozark Trail and the Pontiac Trail and Canada to Gulf Highway among others.

This was also the year that General Motors introduced the Pontiac automobile. Basically, it was a smaller car built by GM's long-defunct Oakland division, which was positioned in the middle priced range with sister divisions Oldsmobile and Buick, each steps up from the low-priced Chevrolet but well below the luxurious Cadillac.

The 1926 Pontiac was basically a step-up car in the General Motors hierarchy, the first step above the inexpensive Chevy but still below the level of GM's more prestigious nameplates. The original Pontiac used a larger variation of the Chevrolet body, which was smaller than the standard Oakland, and powered by a flathead six-cylinder engine (versus the Chevy's four-cylinder and the Oakland's straight eight). Priced only a few dollars above the Chevy but well below most Oakland models, the Pontiac was a huge success from the start giving long-suffering Oakland dealers a turnaround after years of declining sales.

By 1932, the Great Depression had done in the Oakland and nearly sent Buick down the tube with it. For 1933 as the Great Depression bottomed out and Franklin Roosevelt took over the White House to put into motion government work programs for the unemployed such as the Works Progress Administration that constructed public buildings as well as highways (including many paving projects on Route 66), the Pontiac effectively became GM's step-up car from the low-priced Chevrolet (which was now powered by a six-cylinder engine). Pontiac, in turn, moved a bit upmarket by introducing a slightly larger automobile with an eight-cylinder engine (of the L-head variety) but still remained a just a step above the Chevy and well below the costlier Oldsmobile and Buick.

In 1937, as the new concrete dried up on the last unpaved stretch of Route 66, the new 1938 Pontiac debuted with the first all-steel top for a production automobile along with the first column-shift transmission replacing the time honored floor-mounted selector to permit more interior space for a third front passenger. From the start, Pontiac's were identified by Indian-head logos but in 1935 another identifying symbol that would become as synonymous with Pontiac until the late 1950s as the split-grille styling is today - chrome plated silver streaks on the hood. While Route 66 had less traffic and 35 MPH speed limits during World War II when gasoline and tires were rationed, Pontiac and other General Motors divisions switched their plants from building cars and trucks to war material - in Pontiac's case, it was ammunition such as high speed bullets that came off the assembly lines for a few years to



aid the U.S. and its allies in the war effort in Europe and Asia.

By late 1945, World War II had ended following the Japanese surrender. Pontiac went back to building new automobiles while speed limits on Route 66 were raised as gasoline and tires returned to the marketplace, paving the way for hoards of travelers to take vacations from back east to California and other points to the west, and just in time for Bobby Troup to invite the drivers of new 1946 Pontiacs through their radios to "Get Your Kicks on Route 66."

By 1948, that 2,400 mile or so trek down Route 66 became easier in a new Pontiac with the introduction the Hydra-Matic transmission as an option that had originated in Oldsmobiles in 1940 and Cadillacs the following year before the war shut it all down. Within a few short years, the automatic transmission would become such a popular option, leaving the old-fashioned stick shift in the dust.

For 1953 as many older sections of Route 66 were being realigned including the Kingman-Topock segment in Arizona and the all-new Turner Turnpike bypassed the entire route between Tulsa and Oklahoma City, Pontiac introduced a restyled automobile featuring the same six and eight cylinder engines as in past years with new comfort options including GM's Frigidaire air conditioning, power steering and power windows/seats to further improve driver and passenger comfort for those increasing long trips, which got even more luxurious in 1954 with the introduction of the larger Star Chief series that not only included plush interior trims but also a longer wheelbase for a smoother ride and a larger trunk than the less-expensive Chieftain just right for those cross-country journeys.

And horsepower wasn't left out of the equation. The all-new 1955 Pontiac came with new styling features including wrap-around windshields and rear windows. Under the hood the old flathead six and eight cylinder engines were replaced by a new modern overhead valve V8 of as much as 200 horsepower - well above the 145 horses of the 1954 straight eight. And just in time for the advent of the new Interstate highway system that was created by an act of Congress in 1956 to provide for a 42,000-mile system of superhighways that would ultimately replace Route 66 and other major U.S. highways over the next few years.

Aug. 17, 2008

In 1953, Flagstaff, AZ was a popular tourist stop along Route 66 due to its relatively cool weather compared to points downstate and its relatively close location to the Grand Canyon. Flagstaff had many dining and lodging establishments to take care of the thousands of travelers passing through on Route 66 each day.

Lodging establishments rated by that year's AAA Western Tourbook and their rates included:

- Monte Vista Hotel, downtown - \$3.00-\$6.50
- Arizonian Motel, jct U.S. 66-89 and 89-A - \$6.50-8.00
- Ben Franklin Motel, east on U.S. 66-89 - \$7-10
- L Motel, west on U.S. 66-89 - \$6.00-7.50
- Motel El Rancho, jct U.S. 66-89 and 89-A - \$5.50-6.00
- Nackard Inn, one block south of U.S. 66-89 - \$5.50-6.60
- Pinecrest Motel, 2 mi. east on U.S. 66-89 - \$6.50-8.50
- Vandiver Lodge, center of town on U.S. 66-89 - \$5-7



For more information, please contact potter664@hotmail.com and the Facebook page [Route 66 Factoid](#).

As many cities along Route 66 saw the coming Interstate bypasses as the eventual death knell for their economies, the Pontiac Motor Division was facing a similar crisis by 1956 and 1957 despite the introduction of attractive cars with modern styling and powerful V8 engines. The trouble was that Pontiac had an identity crisis as it's Indian heads and Silver Streaks had become increasingly old fashioned, while Chevrolet's image was greatly improved thanks to the new styling and V8 engine for 1955, and Olds and Buick offered more exciting styling and performance for just a few dollars more. Just as rumors of interstates were running wild in cities along Route 66 about the bypasses that would leave them in the dust, rumors ran rampant in Detroit that GM would put Pontiac out to pasture due to sagging sales much like the many Detroit nameplates that bit the dust in the Depression of the 1930s and soon again in the late 50s as Nash, Hudson, Packard and later Chrysler's DeSoto would go by the wayside.

Just as cities in Western Oklahoma along Route 66 lobbied for and won a plan to four-lane their local sections of U.S. 66 to fend off bypassing by I-40 for as long as possible to connect with the rural I-40 alignments at either end of town - as well as to keep traffic coming through after the bypasses were completed; Pontiac Motor Division also pulled off a plan to improve its image and sales by removing the Silver Streaks from the hoods of the 1957 models, and developing a racing/performance program along with powerful V8 engine options, including one with fuel injection (that was short-lived) and three

two-barrel carburetors. Soon Pontiac became one of Detroit's hot performers along with sister division Chevy, while Oldsmobile and Buick shifted their emphasis from hot performance to bigger and more lavish cars that qualified as "poor man's Cadillacs."

By 1959 as portions of Route 66 were being designated over newly completed sections of interstate highway such as I-55 in Illinois, 44 in Missouri, 40 in Oklahoma and New Mexico and I-15 between Barstow and San Bernardino, Calif., Pontiac introduced an all new design featuring sleek styling - not in gobs of chrome, high-flying fins and dagmar bumpers - but clean styling emphasizing rooflines featuring acres of glass for fishbowl like visibility, wide track wheels for improved ride and handling over the expansion joints of old U.S. 66 and the new I-40 alike, along with distinctive split grille styling that soon became a Pontiac trademark. The 1959 Pontiac was also powered by a big 389 cubic-inch V8 engine that was offered in several variations from a no-cost economy two-barrel edition that sipped regular gas at a rate of as much as 21 MPG on those journeys from Santa Rosa past Clines Corners to Albuquerque, or an optional Tri Power (three two-barrel carburetors) version that churned out 330 horsepower to blaze right through the Mojave desert between Needles and Barstow in short order - even with the Circl-L-Aire air conditioner running full blast and Bobby Darin's "Mack the Knife" coming through the Verba-Phonic rear speaker of the Wonderbar radio. And six-way power seats to provide the driver with additional comfort behind the wheel while Wide-Tracking along mile-after-mile of Route 66.



TRAVEL THE MOTHER FROM CHICAGO



© 2018 JERRY MCCLANAHAN, ARTIST mcjerry@att.net
mcjerry66.com



PATRICK & TOSHI GOTO

Being involved in the Route 66 Community, which is local, national and international in scope, we get to meet and make friends with folks from many different countries, backgrounds and interests. At the top of this list would be all the photographers we come in contact with. In my case I even partner up with a French photographer, Patrick Chatelier, offering tours of the road. Where I am the guide and he is the instructor/teacher of photography. We will be featuring many of his photos in our magazines.

One of the numbers is staggering, of photographers, that we have met on the road is Toshi Goto who lives in Japan. This collage is of one of his trips down Route 66.

Toshi says he is not a professional photographer but his work seems to dispute that statement.

The A's

We will feature Venders, Authors, Photographers, Web Sites, Artists, People, Events and Communities that have or are contributing to making Route 66 the ICON that it is. Sharing their stories of who they are, what they do and how supporting them adds to the success of all of us. In this sample issue we are featuring two of those, one a photographer (page 17)

and the other an app vendor (page 16).

Working with you to choose those to be honored, supported and celebrated in your Custom Magazine.

A long time ago I came up with the list I call my 'A' list. All of us fall under one or more of these categories.

AUTHORS

ARTISTS

ARTISANS

ARCHIVISTS



AFFILIATES

ASSOCIATIONS

ASSOCIATES

ATTRACTIONS



The Ultimate Route 66 Guide

For years, Route 66 travelers have used books and paper maps to help navigate The Mother Road. While these methods worked, today's technology has opened an entire new world to travelers that makes the experience even more exciting.

Scott McCoy is the former mayor of Pontiac, Illinois – a world-famous Route 66 community. During McCoy's tenure, he helped build the popular Route 66 museum and local tourist industry and brought this small American town into the spotlight.

McCoy has also owned his technology development company for over two decades and has created technologies for many industries. His love of Route 66, tourism, and of technology became the perfect match.

A couple years ago, Scott McCoy designed and created the **Route 66 Ultimate Guide** mobile app.

"I wanted to make the Route 66 experience even more fun, easier, and interactive," McCoy told *Route 66 Pulse*. "Utilizing technology, travelers now have a deeper and more interactive experience of Route 66."

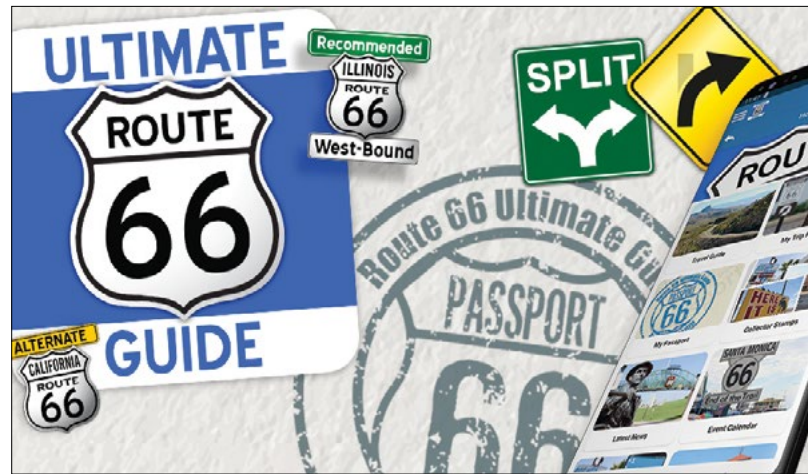
The first version of the app was a three-year study into how travelers will use it. McCoy said he learned a lot about what people wanted and expected when using an app to travel The Mother Road.

Now, McCoy is gearing up for the next version of the **Route 66 Ultimate Guide**, which is expected to be available in the app stores by May 1st, 2019.

"I've been so excited about this new version for a long time," McCoy said. "It was hard to not tell everyone about the new features and abilities we were working on over the past couple of years."

McCoy said the app is completely redesigned and includes many new features, including a virtual Passport, user reviews, site maps, walking tours, audio tours, navigation, and more.

The app provides over one-thousands points-of-interest (POIs), including Route 66 attractions, businesses, roadside oddities, and



more. Travelers can learn about each POI and navigate directly to each location along Route 66.

"Planning your Route 66 trip is so easy," said McCoy. "You can explore the points-of-interest, select the ones you want to visit, and create your personalized trip."

The **Route 66 Ultimate Guide** app also provides travelers with Route 66 news, updates, and live alerts.

Because the app can be updated instantly, it's always up-to-date. POI changes, road closures, and emergency travel alerts are all available.

McCoy says it's like having a travel guide at your fingertips.

"We are there for the travelers," he stated. "When things change, the app is immediately updated. Plus, we are now providing real-time live chat support, so users can get direct assistance while they are traveling."

Part of the updating process involves other users who are traveling with the app. When travelers report travel issues, it benefits all the other travelers, too.

One of the most exciting aspects of the new version is the ability for Route 66 businesses and attractions to directly participate with the service.

"This is totally new," McCoy said. "Travelers are going to be able to do things like sign guestbooks of attractions through the app. Then, the businesses and attractions are going to be able to view their visitors and even interact with them in real-time. It's going to be incredible!"

The **Route 66 Ultimate Guide** app has become the most popular Route 66 guide app and is used by tens of thousands of people from around the world. With the new 2019 version, it's expected to become even more popular.

It's a FREE app and is available for both Android and Apple iOS users. The new 2019 version is expected to be available in the app stores on May 1st, 2019.

To learn more about the **Route 66 Ultimate Guide** app, visit <http://Route66UltimateGuide.com>.



“Memories from the Road”

EFREN LOPEZ Route 66 Images

Efren Lopez started Route 66 Images to enrich the traveling experience of visitors to the Mother Road by creating fine art photography to create calendars, postcards, posters, puzzles and fine-art prints available for purchase in gift shops along the Main Street of America.

Efren was born in a small town in Guatemala and immigrated to Phoenix, Arizona, with his mother and younger brother. His love for art and design manifested at an early age. At home he spent countless hours sketching cars, buildings, and the desert landscape.

After studying visual communication at Phoenix College, Efren enlisted in the Air Force Reserve in 1998 and was assigned as a combat photojournalist to the 4th Combat Camera Squadron, March Air Reserve Base, California. He has 21 years of photojournalism experience, having honed his craft documenting numerous military exercises and real-world missions. He also began his career teaching photography at his alma mater. Efren captures stunning images in his home state of Arizona as well as Route 66. He has a keen eye for all types of photography including architecture, landscapes and people in their environment.

In 2009, Efren deployed to Afghanistan, where he documented combat and humanitarian missions in support of Operation Enduring Freedom. He was awarded the Army Combat Action Badge and the Air Force Combat Action Medal for his actions while deployed, and shortly thereafter was selected for the Military Visual Journalism program at Syracuse University's Newhouse School of Communication. He is the only Reservist of any branch to attend the prestigious program in its 57-year history.

In 2014, armed with his camera, a couple days' worth of clothes, and a few hundred bucks, Efren started traveling Route 66, drawn by its kitschy American stories and its unexpected beauty. Initially sleeping in his truck or couch surfing living a bohemian life style, experiencing the route as a nomad, like so many traveling artists before him.

Efren is the proud father of his two children, Sydney and Brandon. He currently lives in Camp Verde, Arizona, and travels the route often with (his dog) Daisy, sharing his images with the world.





The occasion is the unveiling of the now-iconic "Santa Monica Yacht Harbor" sign on June 17, 1941.

Route 66 and Santa Monica Pier

A Classic Pairing

By James Harris

Is it the end? Or just the beginning? It's a matter of perspective, really, but what is truly undeniable is that the Route 66 journey cannot be considered complete without the Santa Monica Pier. Much like Bogey and Bacall, peanut butter and jelly or baseball and hot dogs, the Mother Road and the Last Great Pleasure Pier are two great American icons forever joined.



Oh, sure, the true western end-point of Route 66 has changed many times throughout the years and, frankly, the Santa Monica Pier technically never was one of those end-points. For that matter, neither was the corner of Santa Monica Boulevard and Ocean Avenue, where the plaque commemorating the "Will Rogers Highway" (Route 66) is still proudly displayed today. Truth be told, the actual ending of Route 66 in Santa Monica is at the corner of Lincoln Boulevard and Olympic Boulevard, where it meets the Pacific Coast Highway. But think about it – If you've driven 2,448 miles from Chicago, are you going to end your journey at a busy downtown intersection one-mile from the beach? Heck no! You're headed to the Pacific Ocean, right? And what was special about the Santa Monica Pier during the heyday of Route 66 is that you could drive a car out to the end of the pier – above the ocean. Now that's a true terminus, the "End of the Trail"!

So it's easy to recognize how such a wonderful tradition – a true, solid partnership – was born.

And it still thrives today! The Pier has hosted motorists in classic cars (Corvettes, mostly), contemporary vehicles and motorcycles all throughout the year, every year since... Well, since before many of us can remember! And they've made the journey without motors, too! In recent years the Pier has waved "hello" (and sometimes "goodbye") to bicyclists and pedestrians. The Mother Road clearly welcomes all, just the same as the Pier!

The Santa Monica Pier doesn't allow vehicles all the way out to the west end anymore. Instead, drivers have to settle for a parking lot which hovers above sand. But that doesn't make this destination any less of the end-point – or the beginning – for tens of thousands of Route 66'ers every year. The two icons still enjoy a wonderfully symbiotic relationship, with new travelers discovering the Pier and new visitors to the Pier making their own discovery of Route 66 when their eyes catch that unmissable "End of the Trail" sign.

JAMES HARRIS is the Deputy Director of the Santa Monica Pier Corporation and author of *Santa Monica Pier: A Century on the Last Great Pleasure Pier* (Angel City Press, 2009)



End of the Trail

How did this sign come to be on the Santa Monica Pier and who made it happen.

The story begins when Dan Rice, who was in the process of opening up the first store on the pier that was 100% Route 66 themed, saw an old photo of this sign. It was located in the park area where Santa Monica Blvd, (Route 66 ended) & Ocean Blvd. He had visions of having a sign on the pier so this one fit his requirements.

This is when his relationship with Jim Conkle was getting started. Between the two of them, along with support from the folks that ran the pier. One of them you have just read his story on the two previous pages, Jim Harris. The Santa Monica Pier Corporation works alongside the Santa Monica Travel & Tourism folks.

Moving forward all parties were in agreement that a sign, this one in fact, could and should be on the pier.

Dan had a sign company make it up. A date was selected, November 11, 2009, to unveil it to the media and public.

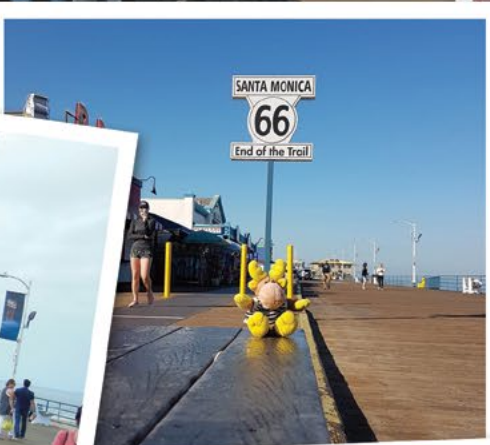
The partners had their public relations people promote the idea of the sign and the unveiling date. Which led to this event getting major media coverage. One TV station reporter and crew were on the pier at 5 am. Of course Dan and Jim were there at 3 am.

The date picked was to also honor Veterans Day. Being it was a Wednesday middle of the week a light crowd was expected. Boy were

we wrong. Once all the local TV morning shows covered it, folks came out from all over Southern California. The folks at the California Route 66 Museum in Victorville put together a car caravan to come to the pier, where they held a car show.

This sign has now become one of the major attractions on the road and a top location for a photo opportunity. Starting or ending a trip down Route 66, the Santa Monica Pier and the End of the Trail sign are on everyone's Bucket List.







Grand Canyon Caverns

Discovered in 1927 by prospector Walter Peck. Who turned it into a roadside attraction. Charging .25 cents admission. The public were lowered in a rope chair to view the caverns.

One of, in not the largest, Dry Caverns in the world. The Grand Canyon Caverns are the largest Dry Caverns in the US. Dry Caverns compose only 3% of all caverns in the world.

The constant temperature of 57F/14C. With humidity around 35%, the affect is that there are no living creatures in the caverns. Other than staff and visitors.

In 1935 the CCC* and WPA* made an agreement with Peck to build a new entrance to the caverns. Then in 1962 the 210ft hole was blasted to allow the elevator to be installed, Still in use today. The old entrance was sealed off to honor the burial place of the Hualapai Indians.

Another major element was added to the caverns in 1962. The US government because of the Cuban Missile Crisis, were looking for locations to stock pile provisions. The Caverns were designated as a Fallout Shelter able to house 2,000 people. Those supplies are still there today.

Over the years the name has changed four times. First was Yampai Caverns, next was The Coconino Caverns, in 1957 they were known as The Dinosaur Caverns. In 1962 they became The Grand Canyon Caverns.

Today you can sleep in one of the top 10 most unusual hotel rooms in the world. Imagine spending the night in the oldest, darkest, deepest, quietest and largest hotel room in the world, 220 feet deep in the cavern.

Eat lunch/dinner in the Grotto. For those staying in the cavern hotel room it is a short walk.

The Grand Canyon Caverns is really a resort. With a motel, above ground, restaurant, two gift shops, convenience store, airport, hiking, RV parking and side trips to the Grand Canyon. Playgrounds for the kids.

NEW in 2019 Bunk House Village-Five New Units. Starting with a two bedroom, two bath with living room and kitchen.

Adding a visit to the caverns should be on everyone's Bucket List.

- CCC, Civilian Conservation Corps
- WPA, Works Progress Administration





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awaits you!



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Enhance your guests enjoyment of their visit to your business, community or event, by providing them an opportunity to purchase a Souvenir custom designed magazine. All travelers on the road like to take photographs, get autographs, buy souvenirs and add memories.

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