

# Interview with Bob Moore

3/16/06

by David Dunaway

Least-known sections: California (original alignments), Oklahoma (early alignments, Sapulpa and Bristow), northern Arizona (Pinta Road and Corino Canyon, Williams to Flagstaff and over Branigan's Meadow) – not fully explored (Santa Fe loop and La Bajada) – Leupp (Arizona) and the Grand Falls (“Chocolate Niagara”) – the “daughters” of Route 66 series

Illinois – Jim Meyer (postcard collection), John Weiss, Tom Teague, the Joliet Museum, Terry Ryburn-Lamont (Normal), Pontiac's new museum, the Waldmeiers

Missouri – Jim Powell, museum in Lebanon, Shellee Graham (Coral Court), Route 66 themed library in Joplin, lawsuits filed against the Feds to keep Route 66 open, Carthage Route 66 drive-in

Kansas – Scott Nelson

Oklahoma – Coleman Theater restoration in Miami, Ron Warnock (Emily Priddy's husband), Laurel Kane (Afton), Lucille Hammond's collection is with Lucille's daughter, Cheryl Nowva (Las Vegas, NV), Roger Miller museum, Harley and Annabel (Erick)

Texas – Delbert Trew's Old West town, Stanley Marsh III (Amarillo), Dot Levitt (Vega), Fran Houser (Adrian), photo ops in Glenrio and San Jon, Jim Ross (in Oklahoma)

New Mexico – Mike Callins, Lillian (passed away), Ron Chavez, the Jack Rittenhouse collection (may be in Albuquerque), Laguna Pueblo church, the mining museum in Grants, Route 66 Interpretive Center (closed), Richardson's (Gallup)

Arizona – Two-Gun Miller's daughter (Sanders, runs a converted Valentine diner), Ted Julien (Julien's Roadrunner, Holbrook), Joy Nevins (Painted Desert Trading Post, now closed, Holbrook), Janice Griffith (Winslow), Joe Pill (gas station in Winona), Northern Arizona University's Kline Library and Sean Evans (Flagstaff), the Parks General Store, Stella & Lawrence (Rod's, in Williams), Juan Delgadillo's son (Seligman), the Barkers and the Frontier Café (Truxton), John Pritchard and Carrie (Hackberry), the museum in Kingman, Jackie Rowland at Fast Fannie's gift shop (Oatman)

California – the museum in Daggett, Barbara Hodkin (Barstow), burlesque museum (Helendale), Bono's which may be closed again, Bob Lundee had a museum but current whereabouts unknown, Vivian Davies of the Association and the California Guidebook (Laverne), Scott Pietrowski

Moore didn't keep tapes or stuff from Mother Road Journal

Photo collections – Mark Potter (Texas), Steve Socorro

Collectors – Tom Teague, Mark Potter, Jerry McClanahan, Clare who may live in California – internationally the Japanese collect more than the Europeans

Personal history: started in telecommunications doing training – driving back from Phoenix one year stopped at the El Rancho in Gallup, recognized a film set picture, and went to see the site – got hooked and took up Route 66 photography, in 1990 decided to update Rittenhouse's 1947 guide – Mike Wallis's book demonstrated there was a market – Mother Road Journal ran '90 to '93 – Paul Taylor asked him to join Route 66 Magazine in '94 – Jeff Meyer and Bob Moore both have complete collections – wrote an illustrated guidebook with Patrick Grauwels from Belgium – with Grauwels, ran promotional contests and tours with Philip Morris Switzerland '95 to '00 – copies go on eBay for \$16 – Denver friend Darrell Bazzell was associate editor of Mother Road – first printing they forgot to put prices on the cover – copyrighted, but considers it public domain and only asks a credit line – a state association member once put his Mother Road material for their state on a website and claimed credit – provides photos, free of charge, credit line only – dislikes people who charge a lot for photo use, example: the Fraiser Collection trying to sue Janice Griffith for a photo they didn't have a signed release for

Frasier Collection at Pomona Library

Scholars – David Dunaway, Jim Ross, Tom [Teague], John Weiss, Skip Curtis, Jim Powell, Delbert Trew, Paul Taylor

DAVID DUNAWAY: So this is actually the third time we've talked, and we're about equal—one interview each. This is going to be a different one, though. I'd like you to start by telling me what you think are the least-known section of Route 66.

BOB MOORE: Wow? The least known? There are some areas in California that are pretty remote and haven't been explored extensively. Particularly going from Needles down to the river, some of the original alignments.

Oh, golly. Areas in Oklahoma that have very early alignments. People are usually traveling the 1950's alignments through Oklahoma so they're missing the really early ones that are truly cool. They're really interesting.

DAVID DUNAWAY: What areas are you thinking of?

BOB MOORE: Coming out between Sapulpa and Bristow. They're in the guidebooks so people can find them. These are the little-known things. Some of the other ones across northern Arizona going back up around Pinta Road going east and around Corino Canyon—that's another one that's pretty remote, people don't really explore it a lot.

And some of the alignments coming out of Williams heading toward Flagstaff up through and over the top through Branigan's Meadow, over the highest point that was on Route 66. That's between Parks and Belmont. It's all dirt back in there, but that's the highest point there was on Route 66.

DAVID DUNAWAY: An extension of this question: in terms of all the areas that have been written about on Route 66, what is the area you feel deserves the most attention if someone were starting to plow new ground on Route 66?

BOB MOORE: In the way of preservation?

DAVID DUNAWAY: Not so much preservation as just our understanding, you might say. What's really not fully explored in the standard travel books?

BOB MOORE: One area that gets missed a lot is the Santa Fe loop. Getting back in there and exploring some of that stuff. Of course, everyone has heard of La Bajada Hill but few take the effort to go back in there and walk it or take a bike up it.

Our four-wheel drive editor was up there a few weeks ago. He did the hill in a new Lexus SUV that's the perfect kind of vehicle—not Lexus specifically—but because it's a short wheel-base, high clearance, and narrow. You can't do the Hill in a Yukon or a Hummer because it takes a narrow short wheel-base high clearance vehicle. Even climbing it, just walking it, is an experience. In 2001, we did a bike tour and we went up and entailed more carrying than riding. Huffing and puffing. Particularly for an old fat guy like me. Of course, I wasn't quite so fat back then.

As you come out of Santa Fe heading east and back south again there are areas that we explored out there on the bike tour. Literally that [bikes] was the only way we could have done it because you can't get vehicles back into some of those

areas anymore. The road has so deteriorated. It's on private land now. These are the areas that are out there. There's still exploration that can be done.

DAVID DUNAWAY: Was Leupp ever part of Route 66?

BOB MOORE: No.

DAVID DUNAWAY: Always north of it.

BOB MOORE: What's cool out there is Grand Falls. The "Chocolate Niagra" they call it, it's quite the sight.

DAVID DUNAWAY: And it's near Leupp?

BOB MOORE: Yeah, you come out from Flagstaff to Camptown and then head south towards Winona and there's the Leupp Highway, where you head east. There's a sign for Grand Falls. It's eight or nine miles of pretty rugged driving, but what a phenomenal thing to see. A little side trip. I love side trips.

DAVID DUNAWAY: I remember that series you did on the 66s, the "daughters" of Route 66. I hope you'll do more of those.

What I'm really here about today, Bob, is to get a sense for the resources that are out there in human terms and in archival terms that we haven't discovered yet.

So I'd like to start by asking you about historical societies archives. I suppose, like Michael Wallis, we might as well go east and then west all along the road.

So what I'm really interested in are all the collectors, little libraries with special collections, and private archives or historical society archives. So the totality of resources that could be mined to yield information of importance to history in the years to come. I guess we ought to start with Chicago.

BOB MOORE: Outside of a good friend in Chicago, I really have no ideas to the depth of what is available in Chicago. I'm sure you've met Jeff Meyer at some point. Absolute phenomenal post card collection. I think one of the most extensive. He and Laurel Kane down in Afton, Oklahoma are running neck and neck as far as collections.

You've read my stuff so you know I don't like cities. I have never explored Chicago in depth. I don't know of any specific Route 66 collections I have ever read about in any of the museums in Chicago. Which is kind of a curious thing when you think about it.

DAVID DUNAWAY: I've tried the Chicago Historical Society and there's not any resources they report there. What about that crew of people around Jeff Meyers like Lulu, and the other people who are sort of the mainstays of the Illinois Association, but in the north?

BOB MOORE: John Weiss has a tremendous amount of information. A little more centralized was Tom Teague—more central Illinois. I have no idea what happened with his stuff.

DAVID DUNAWAY: I have all his interviews, and I've transferred them to digital tape to preserve them and we're returning them to Mrs. Teague. I don't know beyond that. Let's take that area then moving out of Chicago, assuming at some point I can find resources there, toward Cicero and Berwin and that area. Any kind of historical societies that you know of?

BOB MOORE: Not a clue. The Joliet Museum is a little further south there. They are doing a fantastic job. Their museum is really coming on board with Route 66 material; they're doing a lot of gathering. We get a tremendous amount of information from them and so I think they're reaching out and looking for it.

DAVID DUNAWAY: Do you know any people in Joliet who might serve as historical resources?

BOB MOORE: Not off hand but I think Paul does, he's been back there in the last year or so.

DAVID DUNAWAY: Then making our way further south to Bloomington/Normal. Of course there's Terry Ryburn-Lamont in Normal. Anyone else in that general area?

BOB MOORE: That's the name that comes to mind.

DAVID DUNAWAY: In terms again of historical societies or archives.

BOB MOORE: Years ago, I was at the University in Bloomington and I got that blank look when I mentioned Route 66.

DAVID DUNAWAY: I've gotten that same look. I did find a master's thesis there documenting traffic on Route 66 in the 1940s, town by town. It was a geography master's thesis, pretty interesting. Are there any collectors that come to mind between Chicago and Springfield?

BOB MOORE: I'm trying to position things in my mind. Pontiac. Their new museum is cranking up and I think they're getting a lot of donations and things. I haven't had a chance to check it out. You might ask Paul.

DAVID DUNAWAY: Then we get to Springfield. Any people there? I'm also interested in people you think ought to be interviewed. In Springfield we have the Waldmires. Who of them do you think it is the most important to interview?

BOB MOORE: Bob, if possible, if you can keep him focused. And Buzz is more business-oriented than Bob. Bob is the maven, if you will.

DAVID DUNAWAY: And old Mr. Waldmire is gone?

BOB MOORE: I believe Bob has all of his stuff. He was quite an interesting man, he had varied collections of different things. I'm sure he had quite a bit of stuff. He was a philosopher type. He was into that side of the world. Bob had a lot of it at the old Hackberry store when he was out here and he took it back with him. I never had a chance to explore around and he had it behind the counter and he was really touchy about his dad's stuff. I can appreciate that.

DAVID DUNAWAY: How about the other communities in Springfield. Is there an historical society, an archive, collectors?

BOB MOORE: Honestly, I've never had good luck in the larger communities finding this stuff. It's the odd individual like Tom Teague in Springfield.

DAVID DUNAWAY: That's what I'm interested in. I want to find the Tom Teagues that are not well-known. At the Illinois State library they have a terrific vertical file that is a foot thick and has all the clippings. I think it's the best collection there, other than Teague's papers that are also at the Lincoln Public Library, which is the library there in Springfield.

Moving south. This is an area I consider unexplored. Southern Illinois. I'm trying to develop resources that I can go and find. I've been to a lot of those libraries including in Lincoln, Illinois. Each one has two or three local pieces of material. Anybody come to mind from Southern Illinois?

BOB MOORE: No.

DAVID DUNAWAY: Mount Olive, Edwardsville....

BOB MOORE: Nobody down there.

DAVID DUNAWAY: How about East St. Louis?

BOB MOORE: I avoid East St. Louis like the plague.

DAVID DUNAWAY: It is Route 66 country.

BOB MOORE: I know it is, but it's just a rough one. I don't know of anybody living in East St. Louis. Emily Priddy was living there a while in that region, but she's since moved on to Tulsa. Then across the river we have a big city and the road doesn't mean a lot to them. Jim Powell was the head honcho of the association in Missouri for years. He has quite a bit of stuff, but as to his willingness—I don't know.

DAVID DUNAWAY: Do you know where he lives these days?

BOB MOORE: We lost track of Jim five years ago.

DAVID DUNAWAY: There's a new museum opening up in Lebanon, Missouri, and I think they have a lot of his stuff.

BOB MOORE: That does ring a bell. They were getting Jim Powell's collection, but I don't know how much of it.

DAVID DUNAWAY: St. Louis is another area where I've been having trouble locating resources. I've been to the university library there—nothing. They collect children's literature and circus-lore at the university. I know there's got to be more than that. I've been with Shelly Graham to the site of the Coral Court. Can you think of any others?

BOB MOORE: Not truly. You might look at the transportation museum? I'm not sure what their collection is there.

DAVID DUNAWAY: They have a very nice collection there, particularly of train materials. They were the ones that helped me figure out all the railroads that 66 replaced in Illinois. That's a very good resource. St. Louis has the Missouri Historical Society. They've never answered my queries on what they have on 66. Times Beach way, do you know who has the story on Times Beach, or archives?

BOB MOORE: I was hoping the museum they put in there would have more information than they do. A lot of that is anecdotal stuff—it isn't what hard-core roadies are looking for. I don't think the whole Times Beach story will ever be assembled. People scatter to the four winds and some of the stuff ended up being "classified," you know how that goes. Once that happens it just vanishes.

DAVID DUNAWAY: It does. Let me mention in passing that a guy showed up at the state park there one Sunday afternoon and said, "You guys interested in any post cards?" And they said, "I guess maybe we could," and he then unloaded 2,000 postcards on Route 66, arranged on locality all the way across the road on Route 66. They're just sitting there because they don't have the resources to bring to this. I just wanted you to know they were there. That's the kind of thing I wish I could find either before it gets sold on eBay or disappears. That's what I'm trying to do is corral these resources.

Now we're moving past Times Beach out towards St. Charles, and Pacific, and Central Missouri towards Lebanon. Anybody in that area?

BOB MOORE: Not really. Once again I'm drawing a blank there.

DAVID DUNAWAY: I'm looking for the next Pop Hicks and Lucille Hammond, someone like that.

BOB MOORE: A lot of people are gone. Just gone.

DAVID DUNAWAY: Maybe as we talk names will come to you of people we should talk to because really I'm hoping you can nominate five or ten people you think the Park Service should interview if they haven't been interviewed by local historical societies.

So Central Missouri. That's up towards Springfield, that's where Skip Curtis is. They're making a movie about Missouri's Route 66. Anybody else in Springfield Missouri comes to mind? You know the Pikes.

BOB MOORE: I think Shellee Graham for her photographic work. Along with her photographic work she's done research. Some people look at Shellee as being too young to be a true roadie, but that's not true.

DAVID DUNAWAY: I've interviewed her. Then to the Carthage area. Webb City.

BOB MOORE: They have the library in Joplin: the North Branch. They're entire theme is built around Route 66. Somebody had to provide that. I don't know who did that for them. It would be worthwhile investigating that.

DAVID DUNAWAY: I worked with that museum, the Tri-State Mining Museum. There's a minor historical point that comes out of that area. Webb City and Carthage actually tried to sue the federal government when Route 66 was beginning to close down. They hired an attorney to make sure they wouldn't close down Route 66 in those little towns in the '30s. I wondered if you have heard any more about that.

BOB MOORE: There were various lawsuits filed across 66, and of course every one of them lost. They were tenacious, some of these tiny communities were tenacious in their "we're not going to lose the road." And unfortunately they did. But there's still those of us that keep it alive.

DAVID DUNAWAY: Again, no particular collectors in that Southwest Missouri area that stand out. There's the guy that runs the Route 66 drive-in theatre in Carthage. I think it's still open. Crossing the line then into Kansas. There's that museum in Baxter Springs where I gave a workshop. They have some materials and they're beginning an oral history workshop. Do you know if Scott Nelson has a collection?

BOB MOORE: I don't know if he has a collection though he is an interesting person to talk with. He is one of the nicer guys you meet on the road. I don't know if he has a lot of memorabilia. His business and the schools keep him jumping. He's well worth stopping and talking to.

DAVID DUNAWAY: I have interviewed him. There are now two associations in Kansas. That's always the story: little road, two associations. How about Northeast Oklahoma? Vinita, Miami.

BOB MOORE: Once again, you will have to ask Paul. I don't know the name, the

main person behind the Coleman Theater restoration in Miami would probably be a good person to talk to. I seem to remember he had a lot of stuff.

DAVID DUNAWAY: Do you remember his name?

BOB MOORE: No. Paul should know.

DAVID DUNAWAY: Ok. Then we're moving towards Tulsa. Emily Priddy is there and Michael Wallis. Are there other important members in that community?

BOB MOORE: Ron Warnock. Emily's hubby. He has one of the better Route 66 websites. He keeps up on information all the time. I suspect that also he has a lot of material stepping backwards. Because he seems to be able to show up on the news group with information when someone asks a question.

DAVID DUNAWAY: Anyone else in Tulsa come to mind?

BOB MOORE: That's pretty much it in Tulsa. Once again, I didn't have many results in the museum there. More oil.

DAVID DUNAWAY: Then moving down, all those little towns on the way, Davenport, on the way to Clinton, which is about half way.

BOB MOORE: Laurel Kane in Afton. She has a tremendous amount of stuff.

DAVID DUNAWAY: I've heard of her. How can she be reached? Do you think she has a phone number in Afton?

BOB MOORE: I should have her phone number here. I plan to interview her for the radio show. She and her husband did the restoration on the Afton station, the old gas station there. She has one of the larger post card collections and she's pretty heavy into stuff.

DAVID DUNAWAY: You know there are all these really obscure books on Route 66, privately published. Patricia Buckley comes to mind; she published a volume on Route 66, I think in the '70s. It's in libraries, but she didn't put down her address and it was self-published. I've never been able to find her. She exists out there as one of the earliest people to write about Route 66, long before Michael Wallis, just a little book. I don't own a copy, but it's out there in a few libraries.

Now we've gone past Afton, and we're going south from Tulsa, anyone else come to mind? There's the Farrells in Clinton, I did a workshop with them.

BOB MOORE: Once again, there's just been so many passed in the last five or six years. Nothing is coming to mind.

DAVID DUNAWAY: Going ahead, passing Lucille Hammond's place. Is that still

open?

BOB MOORE: I just saw a thing about a week ago there's major reconstruction going on there, somebody's doing something, but I don't have any idea who it is. I lost contact with Lucille's daughter up in Las Vegas, she's been very, very ill. Everybody's lost contact with her, no one's heard from her in a year. She had all of Lucille's stuff. I don't think there's any point in trying to talk to her.

DAVID DUNAWAY: You don't know what she's going to do with that stuff?

BOB MOORE: Don't have a clue.

DAVID DUNAWAY: After we're done here I'm going to talk to you about what the Park Service has been doing in hopes of enlisting you. We're pulling into Oklahoma City. I know that Rodger Harris at the Oklahoma Historical Society has a pretty good collection, in the state capital. Anybody else come to mind?

BOB MOORE: That's the only name that I've run across there.

DAVID DUNAWAY: Ok. Moving along from Oklahoma City we start to go down out towards Yukon and eventually El Reno. Are there any characters or collectors in that community? There's a little museum in El Reno, but it's mainly about the land rush. No one?

Continuing down the road west, takes us out toward Weatherford, Sayre, Erick?

BOB MOORE: Can't think of anything in Sayre. Erick has the Roger Miller museum there but I don't know how much 66 material they have there. I haven't been in there yet, I've just talked to them and e-mailed them.

Harley and Annabell are a little too out in the woods. You've met them. We'll just go on from there.

DAVID DUNAWAY: There was a couple that ran a bed and breakfast in Sayre.

BOB MOORE: I don't remember them as having a lot of collectible stuff. A cool place they put together there, but I don't remember them having a real interest in the road.

DAVID DUNAWAY: There's the great story he tells about the time that he stopped traffic on Route 66 as a teenager telling them that the Indians had taken over Sayre and the road was closed.

BOB MOORE: (Laughing) I'd forgotten that story.

DAVID DUNAWAY: We're already half-way done. We're into Texas. And of course there's Ruth and Delbert Trew, and some of the people who work with them in

the Route 66 Association. Any people come to mind in that part of the world who might be interviewed?

BOB MOORE: Not to my mind. I spent some time with the crews out at the ranch down in Bull Canyon. They have an Old West town that Delbert and his boys built down there, but the people that are coming to mind have passed on. Of course, Delbert is an amazing source of information.

DAVID DUNAWAY: We did an interview similar to this one and nailed down people in Texas. And I'm working with him to try to get a grant from the Texas Association to do a full-scale oral history project. I think it will happen. How about heading on the other side into Amarillo?

BOB MOORE: Once again, I didn't find a lot of information in Amarillo. Museums weren't of any real value; I've never run into any real collectors. There's the usual tourist places, but that's all that comes to mind. If you could do Stanley Marsh, that would be memorable.

DAVID DUNAWAY: I have done Stanley Marsh and it was memorable. Then we get out to Vega, Adrian, and Wildorado. I interviewed Dot Levitt, who has a little mini-museum there in Vega. Anybody else?

BOB MOORE: Not as far as a Route 66 interview. As far as someone who could direct you, that would be Linda Drake, in Vega at the Chamber of Commerce. She could possibly give you some other names. Dot is, of course, a really good one.

On towards Adrian. A lot of the older people there have relocated. Primarily for medical reasons. I can't think of anybody in Adrian that was somebody you could just walk up to talk to about the heyday of the road.

DAVID DUNAWAY: What about Fran Houser?

BOB MOORE: Fran knows a lot of people, but as to how willing she is to share knowledge—she's Fran.

DAVID DUNAWAY: And Joanna Hartwell, I understand, has moved on.

BOB MOORE: I've heard that. I don't know. I understand there was a falling out there also.

DAVID DUNAWAY: Then we get to Glenrio and San Jon?

BOB MOORE: There is no one in either community I've ever run into, although there's wonderful photo-op places.

DAVID DUNAWAY: The family that used to run Glenrio has more or less disappeared at this point.

BOB MOORE: We missed Jim Ross back in Oklahoma, but of course you've talked to him.

DAVID DUNAWAY: I haven't done a formal interview with him, he must have a great collection.

BOB MOORE: Oh yeah, you need to talk to Jim. He is the Oklahoma man. His book is phenomenal. Anyway, his name came to mind because I was trying to remember who tracked down the people in Glen Rio and was having no success, and that's been when we were still up in Williams.

DAVID DUNAWAY: Then moving into New Mexico. First Tucumcari, then Santa Rosa.

BOB MOORE: Tucumcari...Mike Callins, probably, you've talked to Mike. There's another name banging around up there and it's just lost. Lilian.

Ron Chavez has moved on. I wouldn't think he'd have a lot of stuff. He has a lot of memories of when he was a kid there. I don't know how good an interview he'd be. Once again, he was a business guy more than a nostalgia person.

DAVID DUNAWAY: What about that old trip north up to Romeroville, Pecos, Santa Fe?

BOB MOORE: I honestly don't know. I love Santa Fe, and I get hung up in Santa Fe with the classic motels and dining, that I don't really do my 66 thing. I don't have a clue who to talk to. Outside the Park Service people themselves.

DAVID DUNAWAY: Then we get down to Albuquerque and the work of David Kammer, and myself, and the city architectural Edgar Boles, who really knows Albuquerque's 66. In case you ever need a resource there. Then we go down to Los Lunas.

BOB MOORE: I've just literally blown through there, taken photos, and up the hill.

DAVID DUNAWAY: Then Cubero, and that area.

BOB MOORE: Never ran into anybody friendly around Cubero. Whoever has taken over Budville is never, ever there. I've been through there so many times and I've never found anybody, I know they're there because the place is getting cleaned up and painted, but I never run into anybody. In Albuquerque, what happened with the Rittenhouse collection, do you know?

DAVID DUNAWAY: No, I don't. It was given to the university perhaps? Was he from Albuquerque?

BOB MOORE: His final years were in Albuquerque.

DAVID DUNAWAY: So that collection may be floating around. That's something we need to check on.

BOB MOORE: Elmo Baca might know what happened to the Rittenhouse collection.

DAVID DUNAWAY: Over towards Laguna.

BOB MOORE: In the Laguna Pueblo, they really aren't interested in Route 66. They've always been very friendly, but in a lot of respects, I think they would rather us not bother them. They're not Route 66 oriented. They have a rough existence there in Laguna and they're trying to make the best they can for their people.

Of course the church is the thing to see for everybody. I have talked to a couple of the elders. When we were on the bike tour we had a rest stop there and the ladies from the children's center brought all the kids out. I got to talk with a couple of the ladies, but they really didn't know anything about Route 66. They were surprised we were there.

DAVID DUNAWAY: I did interview Lee Marmon, who is the father of Leslie Silko, whose novel Ceremony is on Route 66. It's an Indian vantage point on Route 66. Further west, you get over towards Grants, anything over there?

BOB MOORE: The museum there has a small Route 66 thing, but their main thing is the mining museum.

DAVID DUNAWAY: So it's in the mining museum?

BOB MOORE: I do remember some Route 66 exhibits there. There was the Route 66 Center over where the casino is, and the Route 66 Interpretive Center. It was just to the north of the casino that was built the same time as the casino. It was open for a few years and then it closed, and I don't know what happened. They had some really cool stuff and maybe that shifted over to Grants.

DAVID DUNAWAY: The 66 Casino belongs to the Laguna so I should be looking at the Acoma?

BOB MOORE: Yeah. It's on the north side of the highway.

DAVID DUNAWAY: Then moving out towards Gallup.

BOB MOORE: Richardson's is a good place for information. They have some amazing Indian pawn, and they would have a connection with the highway and the Indians in the Gallup area. If not, Richardson's could probably guide you there.

DAVID DUNAWAY: There is a Rex museum there. It's on the main drag. So from

Gallup we head out to those cliff dwelling places. Anybody associated with that come to mind?

BOB MOORE: The chief is gone. Chief Yellowhorse. He had stories. He was interesting.

DAVID DUNAWAY: Across into Arizona.

BOB MOORE: Lupton, nothing there. Allentown, Sanders. Somebody that might be interesting in Sanders. I do not remember her name; Paul will remember her name. She and her husband run the diner, a converted Valentine diner in Sanders. Her dad was Two-Guns Miller. She might have some stories to tell.

DAVID DUNAWAY: Heading to the Holbrook, Winona area.

BOB MOORE: Ted Julien at Julien's Roadrunner in Holbrook. He's a business man but he might have some tales.

Joy Nevins. She and her husband ran the Painted Desert Trading Post which now sits abandoned out in the middle of nowhere. Joy is an absolute marvel to talk to, her stories and her memories along the road. Last time I was at her place she had a ton of stuff. She is in Holbrook. She was really interesting. I haven't heard that she passed, so hopefully she's still out there. Tough ol' gal.

DAVID DUNAWAY: How about Winslow?

BOB MOORE: Janice Griffith, of course. She's about the source of information in the Winslow area. Her sister, she's more business, runs the Roadworks. She has direction for other people.

DAVID DUNAWAY: She's gotten ill recently, and has left her position at the museum. Is there anybody in Winona?

BOB MOORE: I don't know if Joe Pill still runs the gas station. Last time I saw Joe was ten years ago and he was getting up in the years there. He has a lot of memories because he and his dad have been there that long.

DAVID DUNAWAY: Climbing up the hill to Flag, is there anything, NAU has a big collection.

BOB MOORE: Yeah the Platt-Kline Library has a lot of stuff. Sean Evans is a good resource. Now, as close as eight years ago they had nobody in there that understood anything about Route 66. It was a nightmare to get anything. Sean came along and things changed dramatically.

DAVID DUNAWAY: Even more dramatically, but I'll fill you in on that in a little bit. So, anybody in Flagstaff?

BOB MOORE: No, there's been so many businesses changed hands as people have moved on.

DAVID DUNAWAY: I did interview Martin Zanzucci, who's now sold the museum. Then Parks and Belmont and that area?

BOB MOORE: Not really. Years ago back in '92, '93, I interviewed somebody in Parks; it was in the Mother Road Journal. Parks has changed hands a couple of times. I don't think the current owner understands how the building has changed.

DAVID DUNAWAY: You mean that whole town is private property?

BOB MOORE: No, when I think of Parks I think of Parks General Store. There've been new businesses opening there. There's a lot of stuff going on in Parks, but it's new people. They're tied to the road isn't there. There's a guy trying to reopen a motel there, but he's a little out there somewhere.

DAVID DUNAWAY: Williams?

BOB MOORE: Somebody you might want to talk to at Rod's. Stella and her husband who own Rod's, they have some interesting tales. As a kid he used to when the bus pulled in, in the evening, they used to grab newspapers off the bus to sell. He was the fastest little Mexican in town so he always made it to Rod's first, because that was the place to eat, and he sold newspapers there. Then over the years he dishwashed and cooked and now he owns the place.

DAVID DUNAWAY: So it's Rod's but it's not Rod. You know Williams well. I've talked to Doug Wells.

BOB MOORE: I know Williams too well.

DAVID DUNAWAY: Do you know if there are any municipal collections, historians.

BOB MOORE: The writers group in Williams wanted to do a book in Williams and we couldn't find squat. It's bizarre, like the little town doesn't understand it has a history.

DAVID DUNAWAY: There's that radio station where I first met you, and that's where you first interviewed me, so that's four times. I tried to track that guy who owned that radio station before its current call letters. I tracked him first to Flagstaff and then lore had it that he moved to Florida and changed his gender, taking with him all the tapes that the radio station had, including the all important one on the day that Route 66 was closed, where that station was. I've not been able to get past that. The new owners don't know anything.

So you know Williams. Nobody else there. Moving further towards Ashfork,

Seligman.

BOB MOORE: The usual in Seligman. For a different take, it might be interesting to talk to Juan's son, who's now running the Snow Cap, and see what his take is on Route 66. Move it up a generation. It might be interesting.

DAVID DUNAWAY: So nobody in Ashfork.

BOB MOORE: Not a soul in Ashfork, I have a good friend that used to live there, so I used to hang around Ashfork. So, nobody.

DAVID DUNAWAY: After that we get up towards Grand Canyon Caverns, and Peach Springs, do you have any sense for that. I've been to the Cultural Resource Office, but they don't collect Route 66 as Route 66. Anybody in that area?

BOB MOORE: Once again, there's been a lot of changing there. That's something that's happening a lot from Flagstaff, west through Arizona. The new people coming in, some of them have an interest in the highway, but they don't know the highway.

DAVID DUNAWAY: What about Truxton, Hackberry, and that area?

BOB MOORE: The Barkers in Truxton. They have the Frontier Café; they've been there years and years. That's still open. In Hackberry, John and Carrie have done a phenomenal job and they do have some amazing stuff. John Pritchard. Once again this is a new person to the road, but he's dedicated to what he's doing there, and it's more than just the business aspect.

DAVID DUNAWAY: Good. Then we get to Kingman and Oatman. Are there any resources for any of those places?

BOB MOORE: Kingman. The museum had a tremendous amount of stuff, but they were really hinky about letting me see their private collections. I'm sure things have changed. As far as names, I can't think of anyone.

Oatman. Jackie Rowland. She runs Fast Fannie's gift shop and she has just released a book called Oatman: History, Recipes, and Ghost Stories. She's done a lot of research, I don't know how much stuff she has, but she's a good source of info. We published the book so I'll see that you have a copy.

DAVID DUNAWAY: We go to Topock, Golden Shores. I can't seem to find anything in that area.

BOB MOORE: It's like a black hole or something.

DAVID DUNAWAY: I have never found a library there open. Then we get to Needles. Of course Maggie McShan is no longer with us. I just today went to their museum, which is doing pretty good business. In that workshop in Kingman, that you

attended, I trained Barbara DeGidio, who works at Needles Public Library. She started an Oral History Collection and now has 89 interviews. She took the ball and ran and a huge collection has started. She's now retired and moved to South Carolina, but a woman, Georgia, has taken that further. Then we go Barstow. Nothing there?

BOB MOORE: Amboy has been sold.

DAVID DUNAWAY: I am going to talk to Dennis in Goffs in a couple of days. Then from there to Ludlow.

BOB MOORE: Once again it's new people. Daggett would be the next. The only thing I remember about the museum in Daggett is they had the Solar One display and that was about it. They didn't seem to have a whole lot of road connections. It was a tiny little museum.

DAVID DUNAWAY: Then to Barstow. I don't know if Calico had any connections; it was off the road.

BOB MOORE: Calico didn't start until the '50s really. It was an old gold town that kind of fell down and Walter Knotts started building it up as a tourist town. It didn't have a connection with Route 66.

Barstow. Barbara Hodkin is very much involved with restoration. You can reach her through the museum in Barstow. Of course the museum in Barstow is doing a good job.

DAVID DUNAWAY: Then towards Victorville, Helendale.

BOB MOORE: The Burlesque Museum. You don't want to go there, that lady is wacko.

DAVID DUNAWAY: Then the museum in Victorville. I've talked to the famous waitress at the top of the Continental Divide. She's retired and moved on. Down the pass and to San Bernardino. The stuff in between.

BOB MOORE: There's stuff in between but they don't have anything. No names at all in San Bernardino. The only museum I'm really familiar with is the McDonald's museum. As far as the primary museum, I've never been to them.

DAVID DUNAWAY: There is a special collections museum there on 6<sup>th</sup> street. Last time I was there they gave me a illegal left turn ticket for trying to find out how to get back on the freeway.

So from San Bernardino we begin to hit the Foothill Boulevard out through Realito and Fontana and all those places.

BOB MOORE: In that area is Bono's, but Joe has closed it down again, and I have no

idea how to get in touch with him. Then again he was a business guy. Mama Bono has some pretty good stories about orange stands in the '30s.

DAVID DUNAWAY: Some of these towns have begun trying to preserve, like Rancho Cucamonga commissioned an oral history project for the centennial of the city. Is there anybody along that Foothill stretch that you think is worth interviewing?

BOB MOORE: Bob Lundee held the museum for a while but I don't know what has happened to him. Other than that stretch nothing until you get to Laverne and Vivian Davies. She was the head of the Association for awhile. Also the driving force behind the California Guidebook. She's in Laverne.

DAVID DUNAWAY: How about that Pomona, Monrovia area?

BOB MOORE: Nobody I can think of in there.

DAVID DUNAWAY: From Pasadena, then you hit L.A. Who's the Route 66 expert from L.A. Is that Scott?

BOB MOORE: It would have to be Scott. If there's anybody who could direct you, it would be Scott.

DAVID DUNAWAY: Then we get to Santa Monica and Hollywood. Anyone there?

BOB MOORE: Not that I've stumbled across. It's such a transitional area, they're in and out.

DAVID DUNAWAY: Do you know anybody who conducted an oral history project on Route 66 anywhere? Went out and conducted interviews other than Tom Teague?

BOB MOORE: No.

DAVID DUNAWAY: When you've done interviews over the years, have you kept the tapes?

BOB MOORE: I rarely use tapes. I just use my notes, because I was doing it for print.

DAVID DUNAWAY: Do you have those notes somewhere?

BOB MOORE: I was very remiss in that. I wish I'd kept all that stuff from the Mother Road Journal years.

DAVID DUNAWAY: How about photo collections?

BOB MOORE: Mark Potter has a phenomenal collection. He's off the road in Texas. I seem to think he's in Vernon, Texas. You might ask Jim Ross, he'd know how to get in touch with Mark. He's got a rather extensive photo collection. We get a lot of stuff in. Steve Socorro does a lot of photo work also. As far as historic photos, I don't know who is doing a collection.

DAVID DUNAWAY: When you think of collectors, who else comes to mind?

BOB MOORE: Tom Teague. Once again Mark Potter, he has a lot of stuff, I don't know all the stuff he has. He's the person that when someone wants to know, "When did that hotel open in Amarillo?" And he pulls something out. He has a lot of old guidebooks and AAA stuff.

DAVID DUNAWAY: How about McClanahan?

BOB MOORE: I don't know. Jerry is so much into doing his paintings that I never looked at him as a collector. I'll have to get back to you on some of this. Clare is one of these guys who shows up at just about every event and he must have a ton of stuff. I mean a ton of stuff. I think he lives in California. I can't remember his last name. There's a guy that lives down in Phoenix too.

DAVID DUNAWAY: Internationally are there collectors?

BOB MOORE: Yes there are. It's fascinating sometimes, how many. The collector aspect is more towards Japan than Europe. The Europeans want to do the road, they want to experience the road, they want to take pictures of the road. but the Japanese like to gather stuff.

DAVID DUNAWAY: I wish there were hidden collections stashed away in people's garages, attics, stuff that I could find. Before we wind up now, I'd like to ask about your own involvement in Route 66. In particular, the Mother Road Journal. How did you come to edit the Mother Road Journal, the first publication on Route 66?

BOB MOORE: At that point in time I worked for a major telecommunications company and I was in the training division. I'd been doing some training in Phoenix and we were based out of Denver. When you're doing a couple hundred flights a year you get tired of it. So, I decided to drive to Phoenix. I was down there for about six weeks.

Coming back up through northern Arizona, I remembered a trading post that had some cliff dwellings associated with it. I knew where it was, I thought, somewhere near the New Mexico/Arizona state line. So that night I stayed at the El Rancho in Gallup and that was when Armond Ortega had taken over. On the mezzanine, they had all these photographs of all the movies that had been filmed in the Gallup area. And there was this trading post! It was featured in this film that was called The [Big] Carnival [also called Ace in the Hole], starring Kirk Douglas. I stood there looking at it and I thought, "That's the place."

I went and talked to the concierge. They said that was the old Atkinson Trading Post. They built those cliff dwellings for the film: they were put in there by Hollywood. They leased the entire grounds for a month while they filmed. There's a scene of a train stopping across from the Trading Post and they do a long crane shot and you see all these hundreds of people coming off the train and crossing 66 to the trading post to see the cliff dwellings.

It's the most astounding thing to see. They brought a Santa Fe train out there, they stopped it, they blocked Route 66 and had all these people come across it. What an amazing sight this is in this movie.

So I found out about this trading post and I went back out to the site. The only thing that was left out there was this four inch stub of pipe that stuck out of the ground that went to one of the gas pipes. It kind of bummed me out. The cliff dwellings were gone. They had been removed because they were dangerous. They were put up for a Hollywood false-front thing and they were really dangerous.

I get back to Denver and I was talking to a friend of mine and I said that somebody needs to get out there and start photographing this stuff and recording it before it's gone. It's disappearing. I had been divorced for a couple of years and he said, "What are you doing?"

I started taking all my vacation time and going down to Route 66 from Denver and I thought, "This is interesting." Then I stumbled across Jack Rittenhouse's 1947 book, The Guidebook to Highway 66, and I started following that along and started realizing how many things had changed since the book. This stuff needed to be recorded and updated so people can find it again.

DAVID DUNAWAY: What year was this?

BOB MOORE: Around 1990. It wasn't too long after I started doing this research and looking at stuff that I saw Michael Wallis's book come out. If St. Martins is going to publish a book like this, and there are people who are interested, then I could publish a tabloid devoted to Route 66 on a quarterly basis. And that was the birth of The Mother Road Journal. I covered every state in every detail, as pioneered by Jack Rittenhouse. It collapsed under its own weight because I'm an idiot, I don't understand publishing.

DAVID DUNAWAY: What year did it collapse?

BOB MOORE: 1993. I had finished all states. I folded it because it wasn't making money. You can't make money off subscribers and I didn't realize it. At the time it went down, Paul Taylor was coming up with Route 66 Magazine, and he asked me to come on as a writer, and that moved on to editor and now executive editor of the magazine, and there it is.

DAVID DUNAWAY: Who has a complete collection of The Mother Road Journal?

BOB MOORE: Jeff Meyer does. I do. I don't know who else. I know they're out there because I've had people come up to me at different shows and venues and say

that they have every issue.

DAVID DUNAWAY: You had a partner in Belgium?

BOB MOORE: Patrick Grauwels. He was my very first over-seas subscriber to the Mother Road Journal. In 1993, I was in Kingman in the parking lot there, there was a tour coming through. We heard about it so we were waiting for them, and they pull in and this guy jumps out of this van and comes running over to me and is like, "Bob Moore, Bob Moore!" I say, "That's me." "I am Patrick Grauwels." "Oh my gosh," I say. "You are the first European subscriber." He says, "I have every issue of the Mother Road Journal. I am so sorry we have to go to Needles right away, but I will be back to you because we are going to write a book." And they jump in the van and take off.

The woman I was traveling with at the time wanted to know what that was about and I had no idea. "So are you going to write a book with this guy?" she asked. "I have absolutely no idea." About four weeks later, he calls me in Denver and tells me he is flying in and that we are going to do a book. And so he comes to Denver and lays out what he wants to do and I said that was fine with me.

He says, "You must come to Belgium because we are going to be partners. You have to meet the rest of the partners." So I fly to Belgium and we form a partnership, and that's where the original Illustrated Guidebook to the Mother Road came from. From there we went on to do tours utilizing our expertise. Our primary client was Philip Morris out of Switzerland who had many, many brands. That's just the way it is.

They would have contests, and Philip Morris Switzerland also handles the east so they would do a contest in, say, Dubai, or Saudi Arabia or wherever. Then they started expanding into the Eastern Bloc countries as they became more on line, in the capitalistic way. The prizes would be tours of the United States.

We had the L&M Transamerica Tour and we had the Route 66 and the American Southwest, that one started in Vegas and ended in Oklahoma City. We had the Marlborough Adventure Team, the Marlborough Travel Team, we had Merit Sea Adventures, and all these amazing tours that we did from mid-1995 to 2000, and then the branding thing got in the way, about showing cigarette brands on caps and vehicles. Philip Morris got a little nervous and said that if they couldn't brand their stuff then they weren't going to do that any longer. It was an interesting partnership, it was a lot of fun.

It was a tremendous amount of work to conduct these tours. It all started because Patrick found a copy of the Mother Road Journal in San Fidel New Mexico. He found the very first copy and he immediately subscribed to it.

DAVID DUNAWAY: He has a copy. He has other materials in his collection?

BOB MOORE: I'm sure he does, because he's forever gathering stuff.

DAVID DUNAWAY: You could at some point provide an address for him?

BOB MOORE: To be honest, I haven't heard from Patrick in 2 or 3 years. I know he's still out on the road doing tours, but I haven't heard from him. I should be able to track him down, possibly. I know there are other people out there that have complete collections because they have told me. Like Clare. I'm sure Clare has a complete collection.

Every once in awhile a copy will surface on eBay and it's really kind of comical to watch it go up to \$15, \$16. There's an ironic thing about that too. To show you how much I knew about publishing a tabloid, when I had the first press run done, we ran 8,000 copies and my friend who had talked me into doing this in Denver became my associate editor of the journal, Darrell Bazzel.

He and his wife went down to Albuquerque and they headed east, I went to Albuquerque and headed west, dropping off the Mother Road Journal. After getting it back from the printer, and before we took off on the road trip, I discovered that there was no price on the thing—I had forgotten to put a price on it. So we had to go out and buy labels and price every single copy that went out there. I made no money off that initial run. We gave it to businesses to sell at \$2.50 a copy.

DAVID DUNAWAY: Did you put a copyright?

BOB MOORE: Oh, yeah, it's copyrighted. With everything I do, I also look at it as public domain. The only thing I have ever asked anybody is to give a credit line, that's it. One of the associations did the complete state, and somebody notified me and said the whole state is on line. I contacted them and said that I didn't care if they use it, I would just like credit. I would like it to say the information is courtesy of Bob Moore and Route 66 Magazine. They were just stunned, it was given to them by one of their association members who said he had done it.

I have a lot of photographs. People call and they want photographs. I have a disk that has different shots along the road. People can use it, I just want a credit line. I don't feel comfortable selling. Which is one of the reasons I'm not making a lot of money in life, but I feel that these things need to be shared and that's what's more important to me than making a buck off of it.

When I go into a library or a museum that has been given, gratis, a tremendous amount of stuff and then they tell me it's going to cost \$50 to use one postcard, I get a little incensed. We're sharing information here.

One of the biggest examples of that is the Frasier Collection that wound up in the Pomona Library. Frasier is the guy who did all the photo postcards and they tried to nail Winslow for doing the "standing on the corner" thing because they have the picture of these two guys standing on the corner in Winslow. Janice Griffith called me – I was still living in Oregon – and she was in a blind panic because Frasier was going to sue them for hundreds of thousands of dollars for misuse. I said, "Give me a day or two to think about this and I'll call you back. This is not going to happen."

When I called her back, I said, "Do you know who these two guys are that are standing on that corner?" She said, "One of them is so-and-so and my mother knows the other one." I said, "Find out if Frasier ever got a release from them." Which I knew very well that he never got a release from them. Sure enough, they never signed a release. I said, "You need to contact the Frasier people and say that these

two gentlemen are anticipating a massive lawsuit because he never got a release from them.” That was the last they ever hear from the Frasier group.

I was going to use one of their cards in the Mother Road Journal and I contacted the Library and they wanted \$100 for rights. They weren’t even going to provide me with anything, I had the card. I thought the proper thing to do was to track it down and get rights.

DAVID DUNAWAY: Do they have anything else 66 in the Pomona Library?

BOB MOORE: Not that I know of, they just have the Frasier Collection. Of course Frasier shot a lot of stuff on 66.

DAVID DUNAWAY: One last question. When you think about scholars and scholarship about Route 66, what comes to your mind?

BOB MOORE: Yourself, for one. Jim Ross. Tom, whose now gone. John Weiss, Skip Curtis, people who are really devoted to finding out the information. Jim Powell, of course. Delbert Trew, Paul Taylor.

DAVID DUNAWAY: That’s really helpful for us.