



Route 66 Museum Musings

Winter Edition 2014-2015



THE CALIFORNIA ROUTE 66 MUSEUM OFFICERS FOR 2015

The California Route 66 Museum announced its Officers and Board Members for 2015.

President Emeritus: Charlotte “Chick” Kirk

President: Susan Bridges

Vice President: Gene St John

Treasure: Betty Halbe

Secretary: Patti Bridges

Board of Directors:

Delvin Harbour

El Kingston

Mike Rothschild

HISTORIC U.S. HIGHWAY 66 REBORN

Born in Stevensville, Pennsylvania in 1871, Cyrus Avery moved as a teenager to the Indian Territory of Cherokee Nation. After growing up on his family's farm, Avery received a college degree from William Jewell College in Liberty, Missouri.

He then married Essie McClelland. Together, the new couple moved in 1902 to Tulsa, Oklahoma where they resided most of their lives.

During his initial years in Tulsa, Avery organized a realty firm and coal company. He also acquired oil leases and a zeal for developing roads and highways. He wanted economic prosperity brought to the barren country land surrounding him.

In 1925, Avery and others began selecting roads for the national network of highways. Their mission: make traveling easier. In response to their national interest, more than 250 road clubs lobbied for their designated trails to be included. They eventually decided on a transcontinental road between the Northern Santa Fe Trail and Southern Butterfield Stage Line.

Tulsa, OK, January 5, 2015 - Dormant since the 1970's, the original and most influential Route 66 organization, the U.S. 66 Highway Association, is being re-established following the consolidation of the Route 66 Alliance and the National Historic Route 66 Federation. Originally, created in 1927 by enterprising Tulsan, Cyrus Avery, known today as the "Father of Route 66," the U.S. 66 Highway Association dominated as Route 66's singular national umbrella organization for nearly 50 years.

Avery's grandson, Cyrus Stevens Avery II confirmed that Michael Wallis's Tulsa-based Route 66 Alliance and the National Historic Route 66 Federation run by Executive Director David Knudson in California have consolidated their organizations under the U.S. 66 Highway Association's reestablished banner.

David Knudson's California-based National Historic Route 66 Federation is responsible for the 1990's legislation that established the \$10 Million funding bill aimed at preserving Route 66.

As the voice of the sheriff in Disney/Pixar's 2006 film Cars, Wallis has a fan base of his own. A three time Pulitzer-prize nominee, he wrote Route 66: the Mother Road in 1990. He established the Route 66 Alliance in 2008 with cofounder Rick Freeland to ensure the road's survival for future generations and he travels extensively each year promoting it.

Excerpts from “The California Historic Route 66 Association and U.S. 66 Highway Association”

CALIFORNIA ROUTE 66 CHRISTMAS PARTY

The California Route 66 Museum had its annual Christmas Party for the museums officers, volunteers, their family, and friends at the Apple Valley Golf Course, located in Apple Valley.



The party was hosted by Charlotte "Chick" Kirk President Emeritus, Betty Halbe President, and President Elect Susan Bridges.



Chick, Betty, and Susan thanked all the officers, and volunteers for their valuable time they donated over the year greeting the visitors from around the world, and helping with the day to day operations.

It's our desire these outstanding volunteers will remain with us for the coming year to be recognized at our Christmas gathering in 2015.

The meals were delicious, very few bags left at the end of the evening.

The evening was filled with joy, fun, and most important camaraderie of people with the same goals, to preserve and keep alive the lore and history of Route 66.

A LITTLE ROAD MUSIC FROM THE RADIO

Radios are so much a part of the driving experience, it seems like cars have always had them. But they didn't. Here's the story.

One evening in 1929, two young men named William Lear and Elmer Wavering drove their girlfriends to a lookout point high above the Mississippi River town of Quincy, Illinois. It was a romantic night, one of the women observed that it would be even nicer if they could listen to music in the car.

Lear and Wavering liked the idea. Both men had tinkered with radios - Lear had served as a radio operator in the U. S. Navy during World War I, it wasn't long before they were taking apart a home radio and trying to get it to work in a car, wasn't easy. Automobiles have ignition switches, generators, spark plugs, and other electrical equipment that generate noisy static interference, making it impossible to listen to the radio when the engine was running.

Lear and Wavering identified and eliminated each source of electrical interference. When they finally got their radio to work, they took it to a radio convention in Chicago. They met Paul Galvin, owner of Galvin Manufacturing Corporation. He made a product called a "battery eliminator" a device that allowed battery powered radios to run on household AC current. When Galvin met Lear and Wavering at the radio convention, he believed affordable car radios had the potential to become a huge business.

Lear and Wavering set up shop in Galvin's factory, and when they perfected their first radio, they installed it in Galvin's Studebaker. Then Galvin went to a local banker to apply for a loan. Thinking it might sweeten the deal, he had his men install a radio in the banker's Packard. It didn't work - half an hour after the installation, the banker's Packard caught on fire. (They didn't get the loan.)

Galvin didn't give up. He drove his Studebaker nearly 800 miles to Atlantic City to show off the radio at the 1930 Radio Manufacturers Association convention. Too broke to afford a booth, he parked the car outside the

convention hall and cranked up the radio so that passing conventioners could hear it. That idea worked - he got enough orders to put the radio into production.

That first production model was called the 5T71. Galvin decided he needed to come up with something a little catchier. In those days many companies in the phonograph and radio businesses used the suffix "ola" for their names - Radiola, Columbiola, and Victrola were three of the biggest. Galvin did the same thing, and since his radio was intended for use in a motor vehicle, he decided to call it the Motorola.

When Motorola went on sale in 1930, it cost about \$110 uninstalled, at a time when you could buy a brand-new car for \$650. (By that measure, a radio for a new car would cost about \$3,000 today.)

In 1930, it took two men several days to put a car radio in the dashboard. The dashboard had to be taken apart so that the receiver and a single speaker could be installed. The ceiling had to be cut open to install the antenna. These early radios ran on their own batteries, not on the car battery, therefore holes had to be cut into the floorboard to accommodate them.

Selling complicated car radios that cost 20 percent of the price of a brand-new car wouldn't have been easy in the best of times, let alone during the Great Depression.

Galvin lost money and struggled for a couple of years after that. However things picked up in 1933 when Ford began offering Motorola's pre-installed at the factory. In 1934, they got another boost when Galvin struck a deal with B. F. Goodrich Tire Company to sell and install radios in its chain of tire stores. By then the price of the radio, installation included, had dropped to \$55.00.

The Motorola car radio was off and running. (The company name was officially changed from Galvin Manufacturing to "Motorola" in 1947)

Galvin continued to develop new uses for car radios. In 1936, the same year that it introduced push-button tuning, it also introduced the Motorola Police Cruiser, a standard car radio that was factory preset to a single frequency to pick up police broadcasts. In 1940, Galvin developed the first handheld two-way radio, the Handie Talkie for the U. S. Army.

Over the years a lot of the communications technologies which we take for granted today were born in Motorola labs. In 1947, they came out with the first television to sell under \$200. In 1956, the company introduced the

world's first pager. In 1969, it supplied the radio and television equipment which was used to televise Neil Armstrong's first steps on the Moon. In 1973, it invented the world's first handheld cellular phone. Today, Motorola is one of the second-largest cell phone manufacturer in the world. And it all started with the car radio.

Wavering stayed with Motorola. In the 1950's he helped change the automobile experience again when he developed the first automotive alternator, replacing inefficient and unreliable generators. The invention led to such luxuries as power windows, power seats, and, eventually, air-conditioning.

Lear also continued inventing. He holds more than 150 patents. Remember eight-track tape players? Lear invented that. But what he's really famous for are his contributions to the field of aviation. He invented radio direction finders for planes, aided in the invention of the autopilot, designed the first fully automatic aircraft landing system, and in 1963 introduced his most famous invention of all, the Lear Jet, the world's first mass-produced, affordable business jet. (Not bad for a guy who dropped out of school after the eighth grade.)

On-Line Information Courtesy of Gary/Eden Prairie, MN

VISITORS

The California Route 66 Museum welcomes International and U.S. Visitors daily. Our International Visitors amaze us with their excitement in visiting our museum.



The museum had its annual visit from the Prairie Coach Trailways Tours on January 5, 2015. The tour brings visitors from North and South Dakota to Southern California for the Tournament of Roses Parade, and Rose Bowl football game. This year there were several repeat visitors of the 26 people that arrived at the museum. The museum looks forward to their next visit in January 2016.

We had a surprise group of visitors who arrived at the museum unexpectedly, they were campers who spent several days at the former KOA camp grounds located on Stoddard Wells Road, visiting from out of state.



The “California Route 66 Museum” apologize for any misspelled names of our visitors

To see more pictures of our museum visitors go to the museum website: www.califrt66museum.org.

Look for **NEW** merchandise such as Men, Women, and Children’s “T” and sweat shirts. Clocks and other items on the museum’s website.



Be sure to visit The California Route 66 Museum’s merchandise website at: www.califrt66merchandise.com.

The museum website will contain information about upcoming museum events.

To see more photos of past museum’s events and newsletters, go on-line at the museum’s digital sites. websites: www.califrt66museum.org. E-mail: cart66musm@gmail.com. Facebook: facebook.com/rte66museum Youtube: youtube.com/rte66museum

CALENDAR OF UPCOMING EVENTS

Tours
February 22, 2015 - Cool Runnin’ Camaros
March 13, 2015 - Southwestern Bus Nuts

Events
April 4, 2015 – Cars & Stars Car Show, Auto Club Speedway Fontana Ca.

THE CALIFORNIA ROUTE 66 MUSEUM ON LINE

The California Route 66 Museum ONLINE Store accepting **International** and **Domestic** orders. **Flat rate shipping for items under 5 pounds is \$8.95**

