

DEALMAKER™

OCT 2020
VOLUME 1
ISSUE 1

EXPLORE
HISTORIC

AMERICA'S
MOST FAMOUS
ROAD RUNS
THROUGH
OUR BACKYARD



*More
Than a Road...
It's a Story*

ICONIC STOPS
CITIES, EATS & ATTRACTIONS

RICH HISTORY
FROM DUST BOWL
TO AMERICAN LEGEND

SCENIC DRIVES
SMALL TOWNS
BIG EXPERIENCES

LOCAL FLAVOR
DINERS, BBQ & CLASSIC SPOTS

TRAVEL TIPS
MAPS, MUSEUMS &
MUST-SEE STOPS

*Get
Your Kicks
IN
MISSOURI!*



ST. LOUIS



CUBA



ROLLA



LEBANON



SPRINGFIELD



CARTHAGE



JOPLIN



ST. LOUIS

SULLIVAN

CUBA

ROLLA

WAYNESVILLE

LEBANON

SPRINGFIELD

SPRINGFIELD

CARTHAGE

JOPLIN

MORE
THAN A ROAD.
A PART OF
WHO WE ARE.



PLAN YOUR ROUTE

MISSOURI ROUTE 66 DEALMAKER | PEOPLE PLACES BUSINESS HISTORY

PEOPLE
PLACES

PAGE 1 OF 12

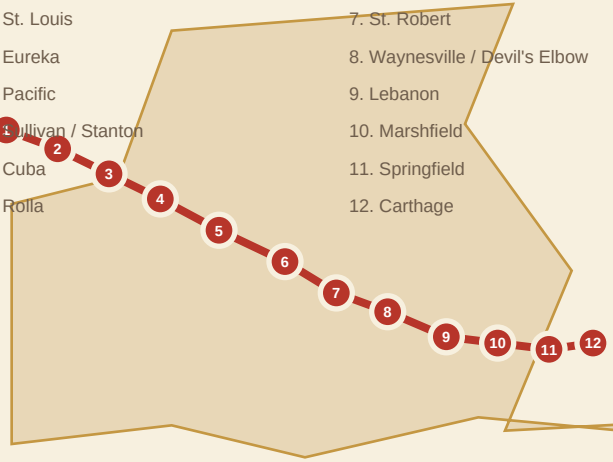
A Road Map Through Missouri

12 pages of history, stops, events, maps and business opportunity



MISSOURI ROUTE 66 - ILLUSTRATED CORRIDOR MAP

- | | |
|-----------------------|--------------------------------|
| 1. St. Louis | 7. St. Robert |
| 2. Eureka | 8. Waynesville / Devil's Elbow |
| 3. Pacific | 9. Lebanon |
| 4. Sullivan / Stanton | 10. Marshfield |
| 5. Cuba | 11. Springfield |
| 6. Rolla | 12. Carthage |



In This Issue

- | | | | |
|----------|--|-----------|---|
| 3 | The Birth of the Mother Road | 8 | Business Maps Along the Route |
| 4 | St. Louis to Cuba | 9 | Real Events: Oct-Nov-Dec 2026 |
| 5 | Ozark Roads: Rolla to Lebanon | 10 | Puzzles, Games and Road Trivia |
| 6 | Springfield: Where 66 Got Its Name | 11 | The Road That Changed Commerce |
| 7 | Carthage, Joplin and the Western Edge | 12 | AmeriShop.biz / Publisher Masthead |

More than a road. It is a moving main street for Missouri businesses.

The Birth of the Mother Road

From rough trails to a federal highway that changed American travel



Before Route 66, travel across Missouri followed Native trails, wagon roads, stagecoach routes, rail corridors and muddy farm-to-market roads. The coming of the automobile created a new problem: Americans could own cars, but they did not yet have an easy national highway system that ordinary people could follow from city to city.

Missouri entered the story because the road between St. Louis, Springfield and the Oklahoma line formed a practical path through the state. In the 1920s, highway officials were trying to replace the tangle of named trails with numbered U.S. highways. The Chicago-to-Los Angeles route needed a number travelers could remember.

On April 30, 1926, the famous number 66 was proposed in Springfield. A telegram to federal officials helped settle the naming dispute, and on Nov. 11, 1926, U.S. Highway 66 became part of the federal highway network. The road would soon be known as the Main Street of America and, after John Steinbeck's writing, the Mother Road.

In Missouri, the highway did more than move cars. It changed where towns grew, where motels opened, how diners advertised, how gas stations served travelers and how families imagined the open road. It also created a commercial corridor that still matters today.

Springfield did not invent the idea of cross-country travel - but it helped give the Mother Road its unforgettable name.

Birthplace details: SHSMO, Springfield Convention & Visitors Bureau, History.com.

St. Louis to Cuba

Bridges, custard, state parks, caverns, murals and the beginning of the western drive

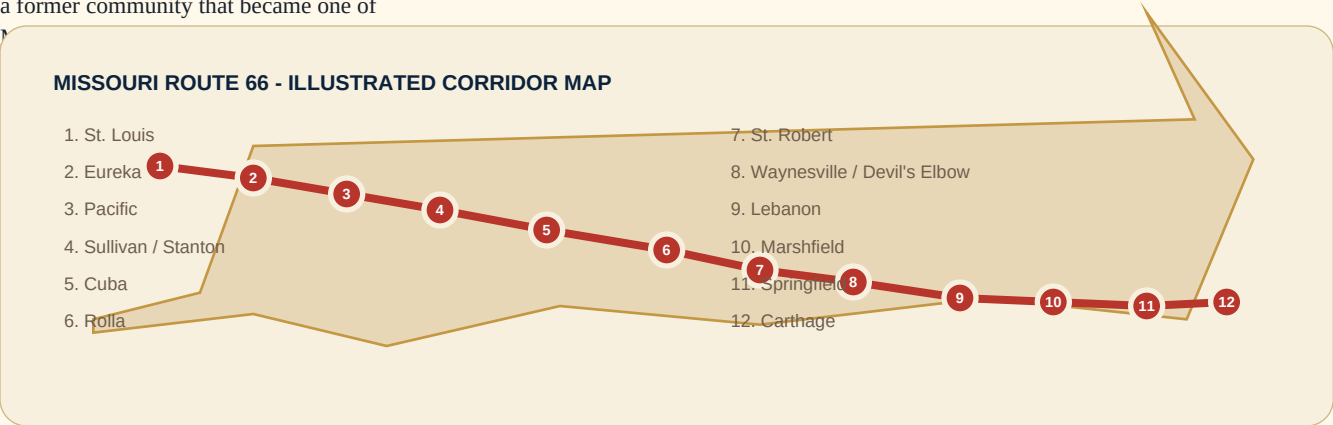


EASTERN MISSOURI LEG

The Missouri trip begins with big-river drama. The Old Chain of Rocks Bridge carried Route 66 traffic across the Mississippi in the St. Louis era of the highway. Its 30-degree bend, steel trusses and river views helped make the crossing one of the most recognizable pieces of the route.

From St. Louis, travelers could find frozen custard, diners, service stations, motels and the commercial language that defined Route 66. Near Eureka, Route 66 State Park preserves a section of the corridor and tells the complicated story of Times Beach, a former community that became one of

West of the city, Pacific and the Red Cedar Inn recall the era when roadhouses and family restaurants served both locals and motorists. Near Sullivan and Stanton, Meramec Caverns became one of the most famous tourism magnets promoted along the road. Cuba later branded itself around murals and the surviving Wagon Wheel Motel, giving travelers a colorful, walkable small-town experience.



Stops verified against Missouri tourism, state parks and Route 66 destination sources.

Ozark Roads: Rolla to Lebanon

The hills, bluffs, bridges and neon heart of central Missouri



The highway west of Rolla enters a landscape that feels different from the city approaches: steeper grades, limestone bluffs, river valleys and small towns that grew around travelers. Rolla became a service center and Ozark gateway, a place where students, workers, truckers and vacationing families crossed paths.

Pulaski County gives Missouri Route 66 some of its most memorable scenery. Devil's Elbow, old bridges, winding pavement and the Big Piney River show why the road has become more than a line on a map. Nearby St. Robert now adds a modern preservation note with its Route 66 Neon Park, where rescued signs keep the roadside glow alive.

Lebanon is one of the strongest Route 66 towns in Missouri. The Munger Moss Motel still represents the motor-court era, and the community's museum work helps tell how lodging,

TRAVELER

1

ENDING ZONES

3

1. fuel & service

2. motel courts

3. diners

4. souvenirs

2

4

CENTRAL MISSOURI

1

STOPS

3

1. Rolla

2. St. Robert

3. Waynesville

4. Lebanon

2

4

Central corridor references: Missouri tourism, local Route 66 preservation sources.

Springfield: Where 66 Got Its Name

A city whose telegram helped brand the most famous road in America



Springfield's claim is not just marketing. On April 30, 1926, highway leaders connected to the Chicago-to-Los Angeles route agreed on the number 66 and sent a telegram from Springfield to federal officials. That moment gave the road its most marketable feature: a short, catchy number that sounded good on signs, maps, songs and souvenirs.

The city soon became a Route 66 anchor. Travelers arrived through a mix of urban streets, service stations, theaters, cafes and auto businesses. Springfield's Route 66 identity is also tied to promotion: highway boosters understood that a national road had to be sold as an experience, not simply a route.

Today Springfield can tell the story from several angles: the naming moment, car culture, theaters, museums, local food and the continuing appeal of a downtown that still welcomes travelers looking for the birthplace of the Mother Road.

The number 66 was short, memorable and made for a highway shield. Missouri helped give the road its brand.

SPRINGFIELD BUSINESS IDEA: MAKE THE ROAD A REASON TO STOP

Restaurants, museums, retailers, hotels and service companies along the corridor can use Route 66 heritage to create a stronger reason for travelers to choose local.

Springfield naming history: SHSMO and Springfield CVB.

Carthage to Joplin

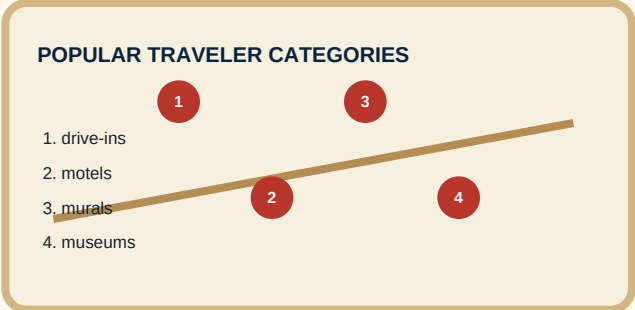
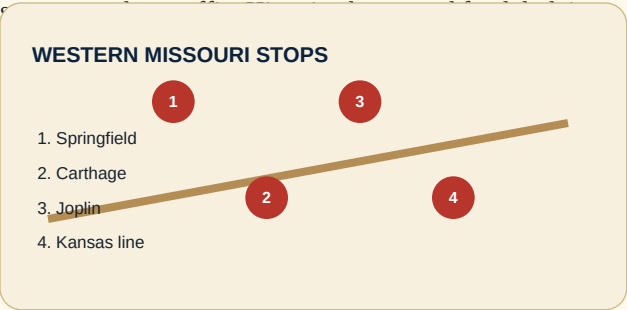
Drive-ins, murals, mining history and the road toward Kansas and Oklahoma



Western Missouri gives the Mother Road a different energy. Carthage offers a courthouse square, the Boots Court story, the 66 Drive-In and the nearby Red Oak II art-and-preservation landscape. It is a strong reminder that Route 66 tourism is built as much on atmosphere as on mileage.

Joplin adds another layer: mining history, downtown murals, music, the regional edge of Missouri and the sense that travelers were nearing the next state and the next chapter. The Route 66 Mural Park has become one of the most photographed points along the western end of Missouri's route.

For business owners, this stretch shows how heritage can



Western stop list verified against Missouri tourism and Route 66 guide materials.

Business Maps Along the Route

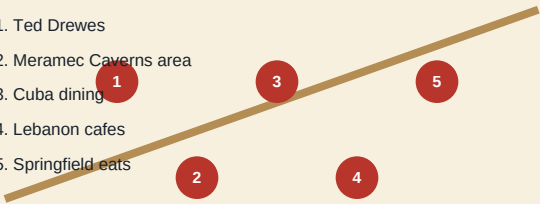
A practical page for travelers and business owners

Where travelers spend money on Missouri Route 66

Route 66 is not only nostalgia. It is a corridor of customer intent: people intentionally stop for food, fuel, lodging, attractions, gifts, photos, events, maps and stories. Businesses that connect themselves to the route can become part of the trip instead of just a place passed on the way.

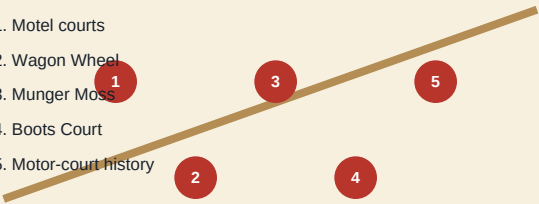
FOOD & FLAVOR

- 1. Ted Drewes
- 2. Meramec Caverns area
- 3. Cuba dining
- 4. Lebanon cafes
- 5. Springfield eats



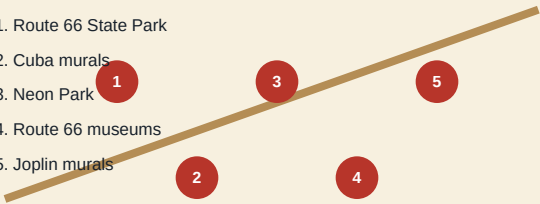
LODGING & NEON

- 1. Motel courts
- 2. Wagon Wheel
- 3. Munger Moss
- 4. Boots Court
- 5. Motor-court history



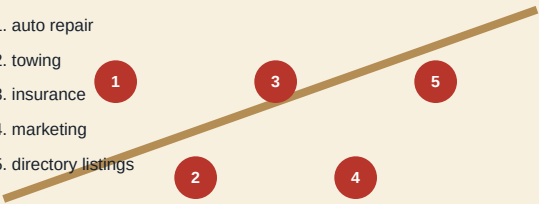
ATTRACTIONS & MUSEUMS

- 1. Route 66 State Park
- 2. Cuba murals
- 3. Neon Park
- 4. Route 66 museums
- 5. Joplin murals



SERVICE BUSINESSES

- 1. auto repair
- 2. towing
- 3. insurance
- 4. marketing
- 5. directory listings



AMERISHOP DIRECTORY ADVERTISERS

AmeriShop Services LLC

Directory, SEO, marketing and DealMaker readers
314-580-3455

Dealbuz.net Private Party Car Sales

Vehicles and private-party listings
573-449-0000

DealMaker Lending

Lending tools and business finance inquiries
314-580-3455

Dependable Brokers Insurance

Insurance solutions for Missouri businesses
314-580-3455

Zeal SEO

Local SEO and Google visibility support
314-580-3455

Towzilla Missouri Towing Services

Towing directory and roadside categories
314-580-3455

Editorial map categories are illustrative; paid-style ads use AmeriShop directory advertisers.

Real Route 66 Events

October, November and December 2026 - verified entries only

No invented dates. No filler festivals.

This calendar includes only events or exhibit stops that could be verified from Route 66 organizations, state parks, SHSMO or event organizers. Items marked TBD are clearly labeled that way.

Oct. 8	Online	Supernatural 66: Zombies, Ghosts, and Spook Lights State Historical Society of Missouri Route 66 webinar series.
Oct. 13	Online	National Route 66 Centennial Speaker Series Monthly national speaker webinar at 1 p.m. Central.
Oct. 16-17	Pacific	Route 66 Harvest & Boos Festival Confirmed by Missouri Route 66 Association calendar.
Oct. 24	Lebanon	Route 66 Trunk or Treat Cruise In Free event at Laclede County Fairgrounds; gates open at 5 p.m.
Nov. 7	Eureka	Route 66 Centennial Celebration Route 66 State Park, 10 a.m.-4 p.m.; car show/cruise, music, museum tours, vendors and famil
Nov. 10	Online	National Route 66 Centennial Speaker Series Second Tuesday webinar series.
Nov. 12	Online	Telling the Missouri Route 66 Story - Centennial Conclus SHSMO online program in the Missouri Route 66 story series.
Nov. 2-30	St. Peters / St. Louis	Missouri's Main Street Traveling Exhibition SHSMO exhibit stops at St. Charles City-County Library and Missouri Historical Society Libra
Dec. 8	Online	National Route 66 Centennial Speaker Series Verified national speaker series date.
Dec. TBD	Jefferson City	Missouri's Main Street Traveling Exhibition

For business owners: events create intent. A traveler coming for a centennial program may also need food, fuel, lodging, gifts, services and a reason to explore the next town.

Events: Route 66 Centennial calendar, Missouri Route 66 Association, Missouri State Parks, SHSMO.

Puzzles, Games and Road Trivia

A bright reader page for families, travelers and classrooms

Missouri Route 66 Challenge

Read the story on page 10 and use the words to complete the puzzle in this issue.

R O U T E 6 6 M I S S O U R
S P R I N G F I E L D M A P
C U B A A R T M U R A L S
L E B A N O N M O T E L X
C A R T H A G E J O P L I N
M E R A M E C C A V E R N S
O Z A R K B R I D G E R D
S T A T E P A R K 6 6 M O

Trivia

1. What Missouri city is called the Birthplace of Route 66?
2. What park preserves part of the former Times Beach area?
3. Which town is famous for Route 66 murals?
4. Name the Lebanon motel with a classic neon sign.
5. What western Missouri city features Route 66 Mural Park?

Word Bank

Springfield • Cuba • Lebanon • Joplin • Meramec • Ozark • Carthage • Route 66 State Park

Answer Key

1. Springfield. 2. Route 66 State Park. 3. Cuba. 4. Munger Moss Motel. 5. Joplin.

The Road That Changed Commerce

Motor courts, neon signs, bypasses and the business of being memorable



Route 66 changed the geography of opportunity. A business no longer had to sit in a downtown square to meet travelers; it could stand along the highway with a gas pump, a neon sign, a pie counter or a row of motel rooms. Visibility became a product.

Missouri's route shows nearly every chapter of the story. Early road construction connected towns that already had rail and wagon-road histories. The Depression and Dust Bowl years made the road a migration route. After World War II, family vacations, better cars and roadside advertising turned 66 into a commercial theater.

The interstate age weakened many old highway businesses, but it did not erase

People still travel for memory. The business that helps them feel the story becomes part of the destination.

AmeriShop.biz

SHOP LOCAL. BUILD MISSOURI. PUT YOUR BUSINESS ON THE MAP.

Missouri Route 66 businesses live on discovery. AmeriShop.biz gives businesses a directory presence, category visibility and a route to future DealMaker advertising opportunities. If you serve travelers, locals, events or other businesses, this is where you start.

GET LISTED. GET FOUND.

314-580-3455 | dealmaker@amerishop.biz | AmeriShop.biz

Publisher Information

PUBLISHER	Randy Dinwiddie	PHONE	314-580-3455
PUBLISHED BY	AmeriShop Services LLC	EMAIL	dealmaker@amerishop.biz
MARKETING MANAGER	Joan Chen	WEBSITE	AmeriShop.biz
ACCOUNT MANAGER	Mercy Daniel	EDITION	Missouri Route 66 DealMaker - October 2026, Volume 1,
ACCOUNT MANAGER	Olamide Alkorede		

Research Sources Used

State Historical Society of Missouri, Missouri State Parks, Missouri Route 66 Association, Route 66 Centennial Commission calendar, Springfield Missouri tourism history and Missouri tourism Route 66 materials. Event items were included only when a current source could verify the date or clearly mark a date as TBD.