

SPECIAL PROMOTIONAL SECTION

AMERICA'S *Road Trip*

ROUTE
66
Centennial

Pack the car and fill your tank with nostalgia—and plenty of modern fun—on the New Mexico road trip of a lifetime to celebrate the Route 66 centennial.



SANTA FE LOOP



ORIGINAL CHARACTER

Travel the 1926 route for an extra dose of history, culture, and hospitality.

SEATED AT THE PLAZA CAFE SODA FOUNTAIN, IT'S EASY TO PICTURE WHAT Santa Fe may have looked like between 1926 and 1937, when Route 66 ran through the heart of the capital city. After 1937, however, a realignment steered the highway in another direction, and few people know why.

It happened after Democrat Governor Arthur T. Hannett lost his reelection bid in 1926 and blamed the Santa Fe Ring—a group of corrupt politicians, land speculators, and lawyers that opposed him. Before leaving office, Hannett ordered the construction of a new highway that shaved 107 miles off the journey and bypassed Santa Fe for a more direct route from Santa Rosa through Moriarty to Albuquerque.

West of Santa Rosa, the old Route 66 arcs north through 20 miles of vast, rolling plains, then heads through expansive ranchlands. After climbing the Glorieta Pass, the old 66 winds into Santa Fe, turns south on Cerrillos Road, and travels to Albuquerque on Highway 313, passing through Isleta and Santo Domingo pueblos, sleepy villages, and eventually joining Fourth Street. After traveling through Albuquerque, the route winds through Los Lunas and west to Laguna before joining I-40 near Correo.

The Route 66 vibe still resonates in Santa Fe, with neon signs flashing from renovated motels, diners, and souvenir shops. The 1926 alignment runs right past Tin-Nee-Ann Trading Co., which has specialized in Native jewelry, souvenirs, and nostalgia since 1968. "A lot of our customers today are European travelers interested in Route 66," says Jo Christen, whose mother opened the shop and whose daughter, Emilie Boggs, is a co-owner. "People are still interested in postcards because they can't often get those pictures off their phones or because something pictured in the postcard has changed."



PERSON TO MEET

Jenny Kimball

La Fonda on the Plaza's board chairman emerita welcomes travelers with fine art, food, and hospitality.

Jenny Kimball oversees a Santa Fe treasure that has accommodated guests for more than a century. The architectural blend of Pueblo and Spanish designs with Moorish influences was fashionable with railroad passengers when the hotel was a Harvey House. It has been a hot spot for Route 66 enthusiasts since the highway opened in 1926 near the hotel's front door.

OUR GUESTS

today can still see a lot of the same things that they would have seen when they came down Route 66 in the '20s. I look out my window and see the [Cathedral Basilica of St. Francis of Assisi], the Plaza, and the Palace of the Governors, and they have not changed.

FOR ME, Route 66 evokes wonderful memories of staying in motels

and having car trips on family vacations. I grew up in Texas, and we did a lot of family trips. My parents would pile my brother and sister and me into the station wagon and drive to Florida, Colorado, and Santa Fe.

PEOPLE ARE

LOOKING for experiences. On Route 66, what better experience than being in your car and able to control your destiny.

JENNY KIMBALL: TIRA HOWARD