



VINTAGE ROADSIDE LAUNCHES A NEW LINE OF T-SHIRTS HIGHLIGHTING AMERICA'S ROADSIDE HISTORY

Portland, OR August 14, 2007 -- Vintage Roadside, a new company based in Portland, Oregon, announces the launch of their line of men's and women's t-shirts featuring authentic graphics from mom and pop businesses of the 1930s through the early 1960s.

Vintage Roadside was established to shine a spotlight on the rich history and advertising graphics of the golden days of America's roadside: from the time of the first paved roads and the explosion of the automobile industry to the early days of an interstate system that would dramatically alter the look and feel of the American's landscape.

Incredible roadside attractions, neon lit drives-ins, and cozy motor courts and motels were once an essential part of every traveler's experience. The variety of family run businesses that could be found along the road ran the gamut from the charming to the bizarre, offering the comforts of home alongside eccentric entertainment. The beauty of each business was their unique character and individuality, making early road trips truly something to remember.

With the development of the interstate system in 1956, many mom and pop businesses were pushed aside by the re-routing of major tourist roads as well as demand for faster travel and the success of regional and national chains offering travelers the same experience wherever they went – a generic quality that appealed to busy travelers whose focus had shifted from the journey to the destination.

As part of Vintage Roadside's mission to highlight this amazing time in America's history, visitors to the online gift shop will find a brief history of each business researched with the help of historical societies, newspaper archivists, and amateur historians across the country. In addition to classic roadside businesses, Vintage Roadside's gift shop also highlights skating rinks and bowling alleys, iconic entertainment destinations during America's golden age of automotive travel.

Gift shop highlights include:

- The Amazing Atomic Tunnel: starting life as a Cold War fallout shelter, this Florida roadside attraction drew travelers in with the promise of Happy the Walking Fish, photogenic monkeys, and a ravishing Orchid Queen!
- The Tik Tok Drive In: at this Streamline Moderne gem opened in 1938, diners could choose between a Special Thick Creamy Malted Milk or a Special Hamburger with Cheese for 20 cents.
- The Hacienda Motel: with dramatic stucco architecture inspired by Spanish missions and a beautiful drive-through inner courtyard, the Hacienda was a welcome stop for tourists traveling from New York City to Florida's beautiful beaches.

All of the t-shirts offered in Vintage Roadside's gift shop are available in men's and women's sizes S – XXL and are produced using high quality screen printed graphics on 100% ringspun cotton.

About Vintage Roadside:

Vintage Roadside is a Portland, Oregon company retailing t-shirts and other products featuring authentic graphics from mom and pop businesses of the 1930s through the early 1960s including roadside attractions, diners and drive-ins, motor courts and motels, skating rinks, and bowling alleys. Visitors to Vintage Roadside's online gift shop will find a fascinating short history of each featured business, highlighting their place in the history of the American roadside. To learn more, please visit <http://www.vintageroadside.com>

To support architectural preservation of mom and pop businesses of the 1930s through the early 1960s, Vintage Roadside donates a portion of all sales to the National Trust for Historic Preservation.

Contact:

Kelly Burg

(503) 333-8696

media@vintageroadside.com

<http://www.vintageroadside.com>

###