



## VINTAGE ROADSIDE HIGHLIGHTS THE HISTORY OF ROUTE 66 WITH THE RELEASE OF ZIA LODGE T-SHIRT

**Portland, OR February 11, 2008** – Adding to their line of t-shirts featuring vintage motor courts and motels, Vintage Roadside announces the release of Zia Lodge, a classic example of the 1940s era tourist courts once abundant along Route 66.

Once located in Albuquerque, New Mexico along an 18-mile stretch of Route 66 also known as Central Avenue, the Zia Lodge offered visitors every new comfort of the day. With the memory of primitive auto camps still fresh in many travelers' minds, guests were enticed to stay and enjoy "safe steam heat, tiled baths, electric refrigeration" and "furnishings of finest quality." Perhaps most charming of all, each guest had access to their own private garage – both car and traveler could tuck safely in for the night after a dusty day on the road.

Here's what one couple had to say about their time at the Zia Lodge:

"Dear Folks,

Boy do they have swanky overnight places here - reasonable. The only trouble is, it's so far from good old New England.

Everett & Hazel  
Albuquerque, New Mexico. July 30th, 1941"

Serving as a welcome overnight stop for decades, the Zia Lodge began its decline in the early 1960s after the completion of I-40 routed travelers around Route 66's historic path through the heart of Albuquerque. As tourist traffic faded, so did the Zia Lodge.

Ultimately lost to fire in 2004, the Zia Lodge remains one of the most widely remembered motor courts along Route 66. With its Pueblo Revival architecture, charming garages, courteous service, iconic sign and claim to be "the last word in motor lodge comfort and convenience," Zia Lodge was the type of resting place travelers still hope to find at the end of a long day on the road.

To learn more about the history of Zia Lodge, visit Vintage Roadside's online gift shop at [www.vintageroadside.com](http://www.vintageroadside.com). In addition to featuring classic motor courts and motels, drive-in restaurants, and roadside attractions, Vintage Roadside's gift shop features skating rinks and bowling alleys – popular entertainment destinations during America's golden age of automotive travel.

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.

To support architectural preservation of mom and pop businesses of the 1930s through the early 1960s, Vintage Roadside donates a portion of sales to the National Trust for Historic Preservation. Customers who purchase a t-shirt through Vintage Roadside's website are eligible to select a free one-year membership to the National Trust for Historic Preservation.

### **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 [www.vintageroadside.com](http://www.vintageroadside.com)

Contact:  
Kelly Burg  
(503) 239-6342 Work  
(503) 333-8696 Cell  
[media@vintageroadside.com](mailto:media@vintageroadside.com)  
[www.vintageroadside.com](http://www.vintageroadside.com)

###