

Shine Brighter 2^{de}

Flashfile 20 Electric Route 66

Vidéo p. 168 – Extrait de “What is Route 66? A Very Brief History of ‘The Mother Road’”, *Travel Obscurer*, 2020.

Voice-over: The iconic Route 66. What’s it all about? What’s the story? Well, in a nutshell. In the late 19th century, early 20th century, east west travel across America was by railroad. Then the motor car came along and a jumble of individual roads became designated into one highway. In 1926 that ran from Chicago to LA for about 2,500 miles. It was called Route 66. All the way along it, towns sprung up for the passing trade. Motel, restaurants, attractions, shops, you name it. Everything flourished and it was the icon of 1960s and 50s popular culture. Then, just as video killed the radio star in the 70s and 80s, Interstate 40 replaced Route 66. In many places, it swallowed it up completely. In other places, it simply bypassed it. Either way, suddenly, all of that trade stopped, and many of those towns just simply fell away and disappeared. In 1985, Route 66 was officially declassified. It doesn’t actually exist as an official road, but through the actions of many, many groups. Historic Route 66, a tourist route has come into being and the rest is history.