

Information Sheet

R **Atlasta Service Station (Saint James, Mo.).**
592 **Road map/calendar, 1934-1935.**
 One item.

OVERSIZE

This collection is available at The State Historical Society of Missouri. If you would like more information, please contact us at shsresearch@umsystem.edu.

This is a road map of Missouri and calendar published for the Atlasta Service Station on Route 66 in St. James, Phelps County, Missouri. The front features a photograph of the Atlasta station, a highway map of Missouri, and fragments of a calendar for 1934-1935. The reverse bears an "Aeronautical and Topographical Map of the United States," and census data for the state of Missouri.

Thomas L. Biles opened the Atlasta Service Station in August 1929 along Route 66 just outside the eastern city limits of St. James. The Atlasta was a two-story building with balconies on three sides. The balcony in front sheltered the gasoline pumps. The building included a lunch counter, soda fountain, and cigar counter downstairs, while the upper floor featured a large banquet hall. Adjacent to the main building was a tire shop.

The Atlasta opened with great fanfare. One hundred and twenty-five guests attended the grand opening of the Atlasta, including the mayor and the most prominent businessmen of St. James, the editors of the *St. James Leader* and *Rolla Herald*, and William Regenhardt, the contractor for the paving of Route 66 through Phelps County. The Atlasta was a prominent landmark in St. James during the Route 66 period. In later years the station was operated by Bill Woodruff and was known as Woodruff's Garage. The main building burned in 1964.

The road map/calendar, suitable for wall mounting, is a typical promotional item of the period. There are probably similar road map/calendars for other road-related businesses in Missouri. It was printed for the Atlasta by the George F. Cram Co. of Indianapolis, Indiana. The front shows the principal highways of Missouri and has a broad band across the top of the front featuring a photograph of the Atlasta. Only fragments remain of a calendar for 1934-1935. The reverse bears a map of the United States showing airline routes and major topographical features, and census data for Missouri.

r665

20 September 1996

C. H. "Skip" Curtis

Gift

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