

(Oct. 1990)

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**

**1. NAME OF PROPERTY** De Anza Motor Lodge

**HISTORIC NAME:** De Anza Motor Lodge  
**OTHER NAME/SITE NUMBER:** N/A

**2. LOCATION**

**STREET & NUMBER:** 4301 Central Avenue NE **NOT FOR PUBLICATION:** N/A  
**CITY OR TOWN:** Albuquerque **VICINITY:** N/A  
**STATE:** New Mexico **CODE:** NM **COUNTY:** Bernalillo **CODE:** 01 **ZIP CODE:** 87108

**3. STATE/FEDERAL AGENCY CERTIFICATION**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. (See continuation sheet for additional comments.)

*Katherine Slich*  
Signature of certifying official

*16 March 2004*  
Date

State Historic Preservation Officer

State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria.  
(See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

**4. NATIONAL PARK SERVICE CERTIFICATION**

I hereby certify that this property is:

Signature of the Keeper

Date of Action

<input type="checkbox"/> entered in the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other (explain): _____	_____	_____

**5. CLASSIFICATION**

---

**OWNERSHIP OF PROPERTY:** Private

**CATEGORY OF PROPERTY:** Building

<b>NUMBER OF RESOURCES WITHIN PROPERTY:</b>	<b>CONTRIBUTING</b>	<b>NONCONTRIBUTING</b>
	8	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	1	0 OBJECTS
	9	0 TOTAL

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 0

**NAME OF RELATED MULTIPLE PROPERTY LISTING:** Historic and Architectural Resources of Route 66 through New Mexico

---

**6. FUNCTION OR USE**

---

**HISTORIC FUNCTIONS:** Domestic/hotel  
Commercial/specialty store/restaurant

**CURRENT FUNCTIONS:** Domestic/hotel

---

**7. DESCRIPTION**

---

**ARCHITECTURAL CLASSIFICATION:** Other: Southwest vernacular

**MATERIALS:** FOUNDATION CONCRETE  
WALLS STUCCO  
ROOF ASPHALT  
OTHER N/A

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-7).

---

**8. STATEMENT OF SIGNIFICANCE**

---

**APPLICABLE NATIONAL REGISTER CRITERIA**

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

**CRITERIA CONSIDERATIONS:** G

**AREAS OF SIGNIFICANCE:** Commerce; Art

**PERIOD OF SIGNIFICANCE:** 1939-1957

**SIGNIFICANT DATES:** 1939; 1953; 1957

**SIGNIFICANT PERSON:** Wallace, Charles Garrett

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** unknown

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-8 through 8-15).

---

**9. MAJOR BIBLIOGRAPHIC REFERENCES**

---

**BIBLIOGRAPHY** (see continuation sheet 9-16).

**PREVIOUS DOCUMENTATION ON FILE (NPS):** N/A

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

**PRIMARY LOCATION OF ADDITIONAL DATA:**

- State historic preservation office (*Historic Preservation Division, Office of Cultural Affairs*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

---

**10. GEOGRAPHICAL DATA**

---

**ACREAGE OF PROPERTY:** 2.5 acres

**UTM REFERENCES**      Zone Easting      Northing  
                                 12    354536      3883050

**VERBAL BOUNDARY DESCRIPTION** (see continuation sheet 10-17)

**BOUNDARY JUSTIFICATION** (see continuation sheet 10-17)

---

**11. FORM PREPARED BY**

---

**NAME/TITLE:** David Kammer, Ph.D.

**ORGANIZATION:** Contract historian

**DATE:** July 2002

**STREET & NUMBER:** 521 Aliso Dr. NE

**TELEPHONE:** (505) 266-0586

**CITY OR TOWN:** Albuquerque    **STATE:** NM

**ZIP CODE:** 87108

---

**ADDITIONAL DOCUMENTATION**

---

**CONTINUATION SHEETS**

**MAPS** (see attached Albuquerque East Quadrangle, USGS 7.5-minute series topographic map).

**PHOTOGRAPHS** (see continuation sheets Photo-18 through Photo-19).

**ADDITIONAL ITEMS** N/A

---

**PROPERTY OWNER**

---

**NAME:** City of Albuquerque

**STREET & NUMBER:** PO Box 1293

**TELEPHONE:** (505) 768-3000

**CITY OR TOWN:** Albuquerque

**STATE:** NM

**ZIP CODE:** 87103

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 5

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

### Description

Located along East Central Avenue, the De Anza Motor Lodge consists of a complex of eight buildings with six one-story buildings forming a U-plan and two two-story buildings, including the office and manager's residence, situated one behind the other as an island in the middle of a center courtyard. All of the buildings have concrete foundations, flat roofs with parapets that are punctuated by extended drains, or *canales*, and earth-toned stucco coated walls. The office and manager's residence fronting the middle of the courtyard is stepped, and the lodging unit behind it has exposed *vigas* in the balcony lining the second story. A modest use of battered walls, polychromatic decorative wood grills, and bays outlined with continuous, wide overhangs comprise additional elements suggestive of the building's earlier Spanish-Pueblo Revival style that has given way to a regional vernacular appearance as a result of additions and alterations that occurred in the mid-1950s. A coffee shop was added to the lodging building at the southwestern corner of the property as was a large *porte cochere* with sandstone supports at the front of the office, completing the renovation project in 1957. A second-story unit was also added behind the office building and has a basement containing a conference room. Two of its walls are lined with murals painted in the 1950s by Zuni artist Tony Edaakie Sr. and comprise the nomination's contributing object. More recent murals, also by a Zuni artist, appear along some of the complex's exterior walls, and a large neon sign depicting the visage of the lodge's namesake fronts the motor lodge. Despite its additions and alterations, the De Anza retains its feeling as an historic Route 66 lodging uniquely associated with the Southwest's Indian tourist trade.

---

Unlike many of the other pre-World War II motels located on smaller parcels of land along Central, a former alignment of Route 66, the De Anza Motor Lodge fills an entire quadrilinear block consisting of approximately 2.5 acres. The six one-story buildings forming the complex's U-plan line the three streets bordering the sides and rear of the property with the widest opening appearing between the two rear buildings where a former drive offered a rear exit from the courtyard. The buildings' irregular setback from the surrounding streets reflects the block's non-rectangular shape. While not formally landscaped, the approximately 15 ft. of space between the buildings and the sidewalks contains a variety of vegetation including Siberian elms, locusts, arborvitae, ailanthus and pyracantha. A low concrete-lined planter anchoring the single steel pole supporting the lodge's principal sign contains roses and hollyhocks. The entire courtyard, save a small swimming pool area at the east wall of the office, also added by 1957, is paved with asphalt (see Photo 1). A two-car wide *porte cochere* with large rectilinear red sandstone supports and a low wall extending to the west fronts the office. Its frieze bears the lodge's name on each of its three sides.

The older buildings consisting of the office, the front portion of the building behind it, and the two buildings flanking it are of frame construction. The two buildings at the rear and the second story addition of the rear island building, accessible from flanking concrete stairways at the rear of the building, are of concrete block with steel joists supporting the second story. All of the lodging rooms contain multi-pane steel casement windows and single panel wood doors alternately painted red and turquoise. First story rooms are arranged in a

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 6

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

series of bays formed by protruding walls perpendicular to the façade and supporting wide overhangs whose white stucco coating and blue trim contrast with the beige stucco coating of the buildings (see Photo 2). Added when the former carports were filled in to create additional lodging units and when the decorative projecting *vigas* were removed from the lodging units, the bays have replaced the small porches that once marked portions of the original façade. A balcony with large exposed *vigas* lines both sides of the lodging building behind the office, uniting the building's two parallel elements. The second story is accessible from a symmetrical double stairway with stucco-coated walls at the rear of the building (see Photo 3). Bisecting the two-story rear building connected by the second story balcony is a walkway with concrete steps leading to the lodge's utility room and basement conference room, now used for storage.

Two murals painted by Zuni artist, Anthony (Tony) Edaakie Sr. depicting figures significant in the Zuni's winter *Shalako* ceremony line the north and east walls of the basement conference room. The mural located on the north wall, and slightly water-damaged at its east side, contains a line of eight figures and the east wall seven figures ranging in height from approximately three to five feet (see Photo 4). Symbolically following each other from east to west, these images represent the essential figures of the ceremony. Leading the procession are *Shulawitsi*, the Little Fire God, following the Ceremonial Father, and *Saiyatasha*, the Rain Priest of the North, followed by his deputy. Completing the first mural are *Shalako*, the Courier of the Gods, *Shalako Anuthlona*, his alternate, and two *Koyemshi*, or Mudhead figures (see Photo 5). The second panel includes the six *Salimopia*, or guardians of the six cardinal directions of Zuni cosmology (see Photo 6). Positioned against a beige background, these polychromatic *kachinas* convey the beauty, color and form of the Zuni's best-known ceremony (Wright).

An office and manager's second story residence fronts the two-story lodging building (see Photo 1). Measuring approximately 30 ft. wide and 20 ft. deep, the large office space formerly housed a space for jewelry sales as well. Large fixed windows line it on three sides, and a commercial glass door marks the entry, reflecting the alterations the lodge underwent between 1953 and 1956 in order to conform to the changing norms for motels. The stepped second story of the office building also reflects those alterations with the extending *vigas* that once marked the front elevation now removed. A large fixed window also lines the street side façade of the coffee shop (see Photo 7). A commercial glass door facing the courtyard and set beneath an overhang with a rectangular masonry support, similar to those supporting the *porte cochere*, marks its primary entry while a similar door on the west elevation also permits entry into the dining room. Framing the window and appearing along walls throughout the complex are decorative polychromatic wood grills. The interior of the coffee shop contains a terrazzo floor accented with crushed turquoise and inlaid with turquoise and silver Zuni figures, some of which have been removed.

The property's signage consists of three discrete signs. The oldest and largest is a neon sign located in the planter at the middle front of the property. Quite likely the motel's original sign but placed at a different and height and with a different support, it consists of a triangle framed with metal poles and mounted on a single steel post (see Photo 7). The base of the triangle is approximately 18 ft. and the height of the sign is 35 ft. Flat

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 7

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

letter neon includes "De Anza" and "Motor Lodge." A second sign is located next to the southeast support of the *porte cochere* and consists of a reader board mounted on a single metal pole. The third sign, a grouping of backlit plastic signs, is also attached to a single metal support post at the southeast corner of the coffee shop.

Although the additions and alterations completed in 1957 removed several ornamental details associated with the Spanish-Pueblo Revival Style, the location, setting, design and some exterior details of the complex continue to convey its role as a Route 66 motel dating to the mid-20<sup>th</sup> century. Important interior details such as the turquoise and silver inlaid terrazzo floor of the coffee shop and the murals depicting Zuni ceremonial figures also continue to recall the association of the property with its longtime principal owner, Zuni trader, Charles Garrett Wallace.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 8

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

### Statement of Significance

The De Anza Motor Lodge is one of the best remaining examples in New Mexico of a pre-world War II tourist court that was then expanded during the decade following the war to meet the increased demand for tourist facilities along Route 66. Constructed in early 1939, less than two years after Route 66 had been realigned along Central Avenue in Albuquerque, the lodge was built by S.D. Hambaugh, a tourist court operator from Tucson, and C.G. Wallace, a prominent trader at Zuni. Representing one of several ventures that Wallace undertook along Route 66, the lodge became linked to Wallace's name and his reputation as an Indian trader. Thus, it assumed a special role among tourist courts along the highway, offering not only lodging and, later, food but Indian jewelry and crafts and repair services as well. Larger than most tourist courts of its time, the De Anza was altered and expanded during the golden age of tourism along Route 66 to conform to Wallace's sense of the changing norms for tourist facilities. While some of details of the buildings' original Spanish-Pueblo Revival Style were lost, it remains one of the best examples of how pre-war motels were altered to remain economically viable during the 1950s. During those years, the motel continued to be closely associated with Wallace and his business, serving as a gathering place for traders and craftsmen, as well as tourists collecting Southwestern Indian crafts and jewelry. Because of its close association with automobile tourism along Route 66 and with its longtime operator, C.G. Wallace, the property qualifies under Criteria A, B, and C at the local level of significance. The motel is the only known extant property associated with Wallace in the Southwest, and is, therefore, the resource that most closely reflects his productive years as an Indian trader and Route 66 entrepreneur. Changes to the motel, in the form of upgrades and additions completed in 1957, extend the period of significance to less than 50 years. The 1950s upgrades are important as they represent Wallace's attempt to modernize the motel for a new breed of Route 66 tourist. As a whole, they do not detract, but rather add to the significance of the property.

---

As discussed in the context, *Historic and Architectural Resources of Route 66 through New Mexico*, the impact of the realignment of Route 66 onto Central Avenue in 1937 was significant, with the total number of tourist courts along Central Avenue in 1941 surpassing those along Fourth Street, the former alignment of the highway through Albuquerque. From 1937 to 1940, the number of courts along Albuquerque's emerging eastern commercial strip had climbed from one to 11, with some of the courts located east of the newly completed state fair grounds. This increase reflected local entrepreneurs' response to the growing number of motorists traveling along the realigned Route 66, with the daily average of vehicles rising from 1,400 to 1,800 between 1937 and 1938 (*Albuquerque Progress* Jan. 1939: 2).

Most of these courts typified the building patterns discussed in the historic context, offering motorists between 10 and 20 units arranged in one or two parallel rows or in an L or U plan with parking in a courtyard or garages interspersed between the sleeping units. When S.D. Hambaugh and C.G. Wallace purchased an entire block along the north side of Central Avenue and began construction of a 30-unit court, it represented the largest

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 9

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

motel project to date along East Central Avenue. Described as an "ultra-modern tourist court," offering showers and steam heat, private telephones and an air cooling system in every unit, it opened by June of that year (*Albuquerque Progress* Feb. 1939: 3). With *vigas* extending from its office and manager's residence, a two-story building with its stepped parapet fronted by a log *portal*, as well as the garages, the complex offered patrons not only a modern lodging facility but one of the better detailed examples of a motel employing the then popular Spanish-Pueblo Revival style (see Figure 8-1).

Hambaugh and Wallace brought different but complementary interests to the joint venture. The former, who sold his part of the business to Wallace shortly after the lodge was completed, had already owned and operated the Gypsy Trail Hotel in Pasadena, California, another Route 66 community, and currently owned and managed a motel in Tucson. Wallace was an Indian trader who had come to recognize the importance of automobile tourism to the Southwestern Indian trade. Arriving in New Mexico from North Carolina in 1918, he soon began working for the Ilfeld Company, one of the largest mercantile networks in New Mexico with stores in many of the state's railroad towns as well on or near reservations. Transferred to the company's trading post at Zuni in 1919, Wallace acquired his trading license in 1920 and set about learning as much as he could about the pueblo, visiting many of the residents and learning the language. Named *Lhamsta*, or Tall Thin Man, by the Zunis, but sometimes referred to as *Mujugi*, or Night Owl, because of his practice of writing letters advertising his trading business well into the night, Wallace soon emerged as the central figure in the trading world at Zuni.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 10

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico



C.G. Wallace, fourth from left, ca. 1947

Over the next three decades he encouraged both Zuni men and women to become skilled in jewelry and lapidary crafts. He introduced new jewelry equipment, sometimes permitting workers to use the equipment he kept in the back of his trading post. He also provided materials such as coral, silver, and turquoise, even investing in and operating turquoise mines scattered across the Southwest. Perhaps more important, he encouraged new production styles requiring skilled small stone techniques such as needlepoint and petit point as a means of thwarting machine-made jewelry which threatened not only Wallace's business but the livelihood of Zuni craftsmen as well. As he encouraged these new techniques and suggested designs, he increasingly drew motifs inspired by archeological and ethnographic investigations of the Zuni culture. At the same time, he also introduced nontraditional designs, including intricately designed bolo ties and rings that broadened the appeal of Zuni-made jewelry. So successful was Wallace that from 1919, when he first began working at Zuni, to 1952 the percentage of the tribe's income derived from jewelry and lapidary sales rose from 4 percent to 65 percent

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 11

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

(Slaney 1992: 129). Wallace's personal collection of Zuni crafts also grew, so that by the 1970s when he decided to liquidate the collection, it numbered several thousand pieces.<sup>1</sup>

Similar to other traders, Wallace continually sought to open new markets for his inventory of rugs, silverwork and other crafts. As he and his wife wrote some 50 letters weekly to prospective buyers, he also contemplated opening new markets that would give him more access to the increasing number of automobile tourists driving through the Southwest. Aware of how Herman Schweitzer and the Fred Harvey Company had purchased pawn from traders and incorporated access to Indian arts and crafts well before the Indian Detours began in 1926, traders including Mike Kirk of Gallup and the Richardson family of Arizona and Gallup started to look at Route 66 as a potential market. The potential for this market became especially true during the Great Depression as the traditional barter system that had characterized the earlier trading post economy began to fail and tourism along the highway emerged as a means of infusing this beleaguered barter system with outside cash. Following the success of the Gallup All-Indian Ceremonial beginning in 1923, in which arts and crafts were featured and judged, traders sought to protect their interests and those of the craftsmen with whom they dealt by forming the United Indian Traders Association (UITA) in 1931. With its goal of certifying genuine "handmade Indian arts and crafts," the UITA selected Bertram I. Staples, operator of a trading post at Coolidge, New Mexico along Route 66, as its first president, and C.G. Wallace as one of its board members (Powers 75).

During the 1930s, Wallace actively sought to reduce the disadvantage of his location at his Zuni trading post, some 50 miles south of Route 66, by acquiring businesses along the highway. He became a Route 66 booster in the early 1930s, and by the 1940s, had acquired the Black Diamond Ranch and the Rancher's Supply store at Sanders, Arizona, which offered ranching equipment and supplies as well as gasoline and a cafe. Along with a trading post at nearby Cedar Point, the C.G. Wallace Indian Store in Gallup, and, briefly, interest in a dry ice plant in Moriarty, Wallace was involved in five ventures along Route 66 (Slaney 1992: 37). Not one of these buildings associated with Wallace are extant.

As he traveled around the Southwest seeking new markets, Wallace frequently found himself lodging in hotels where parking away from his room and carrying his inventory to the room was a nightly inconvenience. Years later, Wallace would recall that his tribulations as a traveling merchant led him to "see the need for motels" where "you didn't have walk up and down those stairs" but only "park right at your door" (Slaney 1992: 117). For Wallace, the convenience motels offered "was a miracle." As he undertook the De Anza Motor Lodge project, he resolved to build a facility that was not only amenable to the needs of travelers but one that incorporated the feeling of the pueblo culture of Zuni. To eliminate the inconvenience of traipsing up untold

---

<sup>1</sup> Over the next 15 years, the majority of pieces were sold during an auction conducted by Sotheby's and two subsequent gallery sales. Some 500 of the best pieces were conveyed to the Heard Museum in Phoenix, Arizona, where they were displayed as the "Blue Gem, White Metal: Carving and Jewelry from the C.G. Wallace Collection" exhibit of 1998 (Slaney 1998).

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 12

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

flights of hotel stairs burdened with his merchandise, Wallace followed the motel design conventions of the 1930s, interspersing carports between sleeping quarters. He then sought to add modern conveniences such as steam heat and air cooling not yet present in many tourist courts. To convey the sense of place that he brought with him from Zuni, he included details such as having *vigas* and a log *portal* extending over the second story manager's residence, a pegged oak floor covered with Navajo rugs in the lobby, and a large fireplace along its eastern wall.

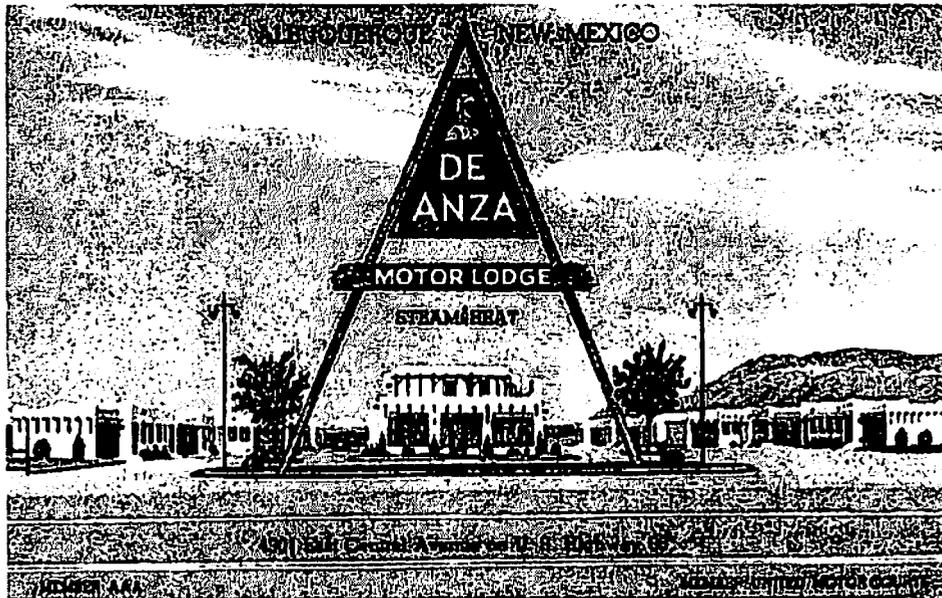


Figure 8-1: De Anza Motor Lodge as it appeared when it opened in 1939

Like many other motel operators in the Southwest, Wallace gave his facility a name associated with the romance of southwestern history. He named it after Juan Bautista de Anza, the able governor of New Mexico from 1778 to 1788, and applied the visage of a conquistador to the facility's large sign located along Central Avenue. Wallace, however, felt uncomfortable with the commonly used terms cabins and motel. Regarding them as failing to connote the higher class facility he hoped to offer patrons, he opted instead to refer to the De Anza as a motor lodge, a term that would become popular in the lodging industry some three decades later (Wallace). This quest for conveying class would remain with him throughout his career as a lodging operator.

Not only was it apparent in his initial efforts to create the most modern facility of its kind in Albuquerque, but also it motivated many of the changes he brought to the De Anza including the addition of the

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 13

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

swimming pool and the *porte cochere*, fronting the lodge's office. It also dictated his refusal to serve alcohol in the De Anza's café, Turquoise Room, a name that he borrowed from the upscale dining cars that were a part of the Santa Fe Railroad's Chief and Super Chief service.

This quest for improving motel service and appearance also prompted Wallace to become involved with M.K. Guertin, a Long Beach, California motel operator and promoter, who pioneered the development of referral chains in which cooperating motels offered reservation services for other courts within a loose federation (Jakle: 142). First termed the "US 66 Hiway Association" when it began in the 1940s and embracing motels in Springfield, Missouri, Oklahoma City, and Barstow, California as well as Wallace's De Anza, as the association expanded to include other highways, in 1951, the chain was renamed Western Motels, Inc. and became popularly known as Best Western.

In order to maximize the returns of his new location along Route 66 in Albuquerque, Wallace also included a jewelry counter in the lobby as well as a small lapidary/silver shop, which was located in the lodge's maintenance room. While the De Anza's staff included Albuquerque residents, it also included, from time to time, Zuni tribal members, a practice that Wallace brought from Zuni where he regularly employed Zunis to make jewelry expressly for him. Most notably, craftsmen Leonard Martza, who worked at the De Anza as a handyman, also repaired and created jewelry. Wallace also sought to use the De Anza to publicize his other ventures, printing brochures describing his business and the materials incorporated into the jewelry he sold. To further familiarize lodgers with his network of businesses, the brochure contained a map entitled "Interesting Places along U.S. 66." Included in the map were birdseye depictions locating the De Anza and Wallace's four trading posts as well as caricatures of El Morro National Monument and Zuni Pueblo (Slaney 1998: 12).

Wallace's success in promoting the De Anza not simply as a tourist court but as a source for Indian jewelry and crafts resulted in its reputation as a gathering place for others involved in the manufacturing, trading and selling of Native American arts and crafts. With its location near the increasingly popular New Mexico State Fair grounds, the motel also attracted notable public figures. In the decade following World War II, as tourism expanded along Route 66, Wallace added to the original facility, expanding the number of units from 30 to 55 and finally to 67. In part these additions reflected the growth of automobile tourism along Route 66; in part they also reflected Wallace's efforts to keep pace with the changing norm of improved lodging along the roadside in the post-war decade. The decision to use cinder block in the additions reflected cost and fire protection considerations as well as a desire to reduce the sounds transmitted from one room to another. Two buildings were added at the rear of the property, the Turquoise Room was added to the building at the southwestern front of the property, and, finally, a two-story addition extended the rear building on the island over the site of a former play ground (see Figure 8-2). While some of the Spanish-Pueblo Revival details were removed, the sandstone masonry supports for the *porte cochere* addition and the Turquoise Room's portal, bearing the same dark russet characteristic of the masonry buildings in Zuni near where the stone was quarried, suggest that Wallace viewed these changes as improvements. Thus, within the period of significance the De

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 14

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

Anza Motor Lodge underwent changes to conform to the growing expectations of motorists traveling along Route 66.



Figure 8-2: Mid-1950s Postcard of De Anza Motor Lodge

The most interesting detail of the additions, one uncharacteristic of most motels along Route 66, was the excavation of a basement room below the two-story addition. Consisting of poured in place concrete, the basement was built as a utility room to house the lodge's new chilled water system. Its size, however, left a larger space that Wallace termed the "conference room" and used for meetings and banquets. To imbue it with a Zuni atmosphere as he had previously done with the motel's lobby, in the early 1950s Wallace hired Zuni artist Anthony Edaakie Sr. to paint murals along the north and east walls of the room. Regarded as an artist in "the old Zuni tradition," Edaakie, who frequently worked for Wallace as well as the Maisel family of traders, built his reputation with his brightly contrasting polychromatic depictions of *kachina* figures in felt, feathers, and watercolors (Dunn: 348). For the De Anza, he depicted the winter *Shalako* ceremonial procession, the culminating event of the yearlong Zuni ceremonial cycle. Depicted in a strikingly bright polychromatic motif, they are regarded by art historian J.J. Brody as representative of the traditional Zuni style of painting that began under teacher Clara Gonzalez in the Zuni school system in the 1920s (Brody).

During the late 1950s, as many of the pre-World War II motels along Route 66 were eclipsed by the advent of larger franchise motels and began to decline, the improvements that Wallace had made enabled the De Anza to remain competitive. It remained listed as an American Automobile Association-approved accommodation until the early 1990s. Following Wallace's death in 1993, the motel was sold and then resold.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 15

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

Although it has fallen into some disrepair, the De Anza remains recognized as one of the best remaining examples of a mid-20<sup>th</sup> century motel along Route 66 in New Mexico and remains closely associated with Wallace's widespread reputation as a leading Indian trader. A local community redevelopment group is working closely with the City of Albuquerque to preserve and rehabilitate the property and to interpret it as a site closely associated with the tourism and Indian trade along the highway.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 9 Page 16

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

### Major Bibliographical References

*Albuquerque Progress*. Various Issues, 1937-1941.

Bassman, Theda. *Treasures of the Zuni*. Flagstaff: Northland Publishing, 1996.

Brody, J.J. Interview with David Kammer, June 13, 2002.

Dunn, Dorothy. *American Indian Painting of the Southwest and Plains Areas*. Albuquerque: University of New Mexico Press, 1968.

Jakle, John A., Keith A. Sculle and Jefferson S. Rogers. *The Motel in America*. Baltimore: Johns Hopkins University Press, 1996.

Kammer, David. "The Historic and Architectural Resources of Route 66 through New Mexico." Prepared for the New Mexico Historic Preservation Division, 1992.

Powers, Willow Roberts. *Navajo Trading: The End of an Era*. Albuquerque: University of New Mexico Press, 2001.

Slaney, Deborah C. "The Role of C.G. Wallace in the Development of Twentieth-Century Zuni Silver and Lapidary Arts." M.A. Thesis, University of Oklahoma, 1992.

\_\_\_\_\_. *Blue Gem, White Metal: Carvings and Jewelry from the C.G. Wallace Collection*. Phoenix: Heard Museum, 1998.

Snodgrass, Jeanne O. (compiler). *American Indian Painters: A Biographical Directory*. New York: Museum of the American Indian Heye Foundation, 1968.

Tanner, Clara Lee. *Southwest Indian Painting: A Changing Art*. Tucson: University of Arizona Press, 1973.

Wallace, Kenneth. Communications with David Kammer, June, 2002.

Wright, Barton. *Kachinas of the Zunis*. Flagstaff, Arizona: Northland Press, 1985.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 10 Page 17

De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

### Boundary Description

Lots 1-17 of Block 4 of the Mesa Grande Addition, Albuquerque, Bernalillo County, New Mexico.

### Boundary Justification

The nominated property includes the entire parcel historically associated with the De Anza Motor Lodge.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Photo Page 18 De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

### PHOTO LOG

*The following information pertains to all photographs unless otherwise noted:*

De Anza Motor Lodge  
4301 Central Avenue NE  
Albuquerque, Bernalillo County, New Mexico  
Photographer: David Kammer  
April 2002  
Location of Negatives: New Mexico Historic Preservation Division, Santa Fe

Photo 1 of 8  
Front elevation and sign  
Facing northeast

Photo 2 of 8  
Original lodging units updated in the 1950s  
Facing northeast

Photo 3 of 8  
1950s addition at rear of center courtyard  
Facing southeast

Photo 4 of 8  
*Shalako* ceremony mural  
Facing north  
Ed Boles  
December 2003

Photo 5 of 8  
*Shalako* ceremony mural; detail of *Shalako Anuthlona*  
Facing north  
Ed Boles  
December 2003

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section      Photo      Page 19  
De Anza Motor Lodge  
Albuquerque, Bernalillo County, New Mexico

---

Photo 6 of 8  
*Shalako* ceremony mural; second panel  
Facing east  
Ed Boles  
December 2003

Photo 7 of 8  
1950s coffee shop  
Facing southwest

Photo 8 of 8  
Original sign  
Facing southeast  
Ed Boles  
December 2003