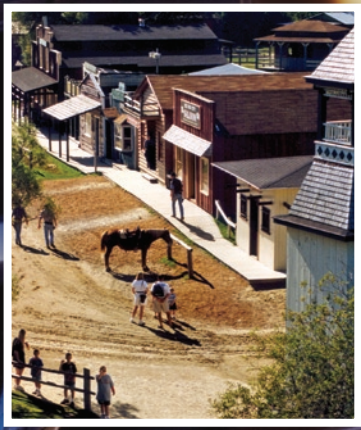
New Hampshire's

ROUTE 3 RETRO TOUR



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Discover New Hampshire's great destinations with a scenic drive along historic Route 3.

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New Hampshire's ROUTE 3 RETRO TOUR

Use this map to plan out your adventure along New Hampshire's historic Route 3. Locations are approximate. Please contact each destination for exact directions or go to visitnh.gov for more detailed maps and area directions.

1. Tilt'n Diner
2. Half Moon Amusement Arcades
3. Kellerhaus
4. Funspot
5. The 104 Diner
6. Pirate's Cove
7. Pilgrim Inn & Cottages
8. Polar Caves Park
9. Gilcrest Cottages and Motel
10. Green Valley Motor Court
11. Meadow Lark Motor Court
12. Indian Head Resort
13. Hobo Hills Adventure Golf
14. Mt. Coolidge Motel
15. Clark's Trading Post
16. White Mountain Motel & Cottages
17. Parker's Motel
18. Profile Motel & Cottages
19. Whale's Tale Waterpark
20. Franconia Notch Motel
21. Bishop's Homemade Ice Cream Parlor
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23. Chutters
24. Profile Deluxe Motel
25. Carroll Motel & Cottages
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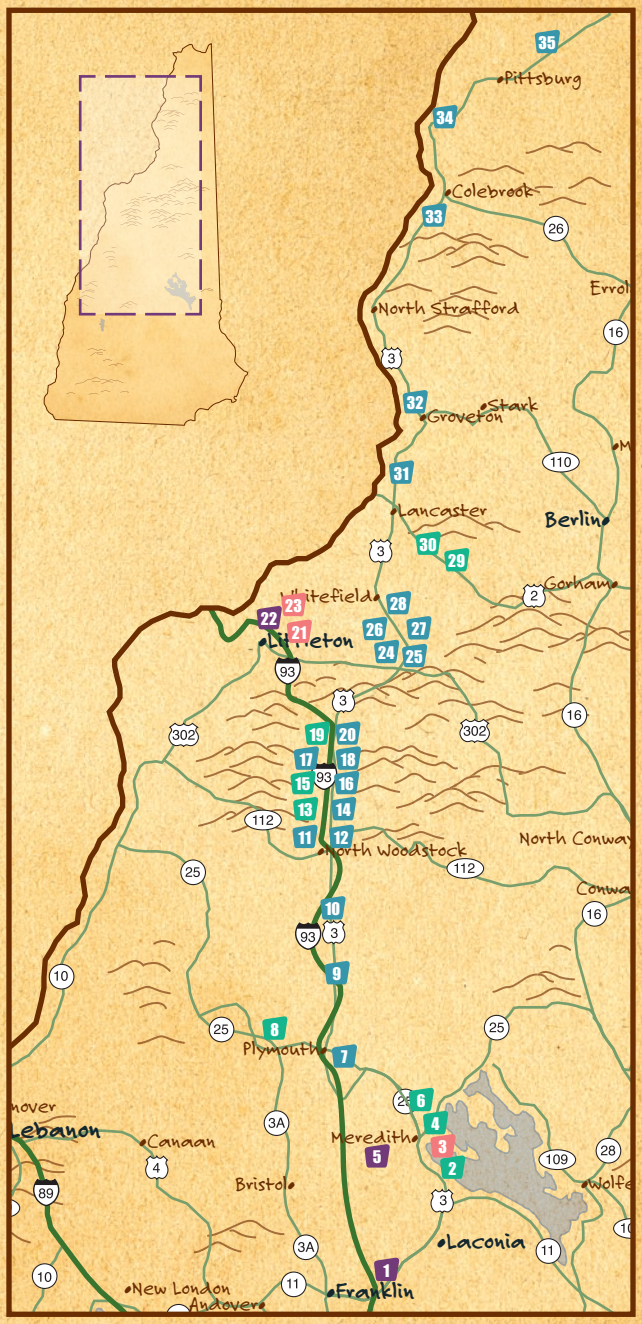
28. Twin Mountain Motor Court & RV Park
29. Six Gun City
30. Santa's Village
31. Lancaster Motor Inn
32. Down Home Motel
33. Northern Comfort Motel
34. The Ledges Motel
35. Cabins at Lopstick

Cover Photos: Profile Deluxe Motel, The 104 Diner, Funspot, Six Gun City

DINERS · LODGING · ICE CREAM AND CANDY · ATTRACTIONS



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DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

Historic Route 3 in New Hampshire

Courtesy of Profile Deluxe Motel

Have you wondered what it was like to travel

beautiful, rural, state highways and local roads before the interstate system was built, like your parents may have experienced? If so, New Hampshire's Route 3 Retro Tour is your solution. The 133 miles of gorgeous byways between Tilton and Pittsburg contain a treasure chest of affordable, 1950's and 1960's-era, owner-operated motels, motor courts and attractions.

Like many family trips in the past, you can experience a stay overnight at a place where you can swim and cook out, play a rousing game of badminton or horseshoes and get to know the owners or proprietors. Have breakfast in a diner or country restaurant then hang out in an arcade or play a round of miniature golf. Take a few hours to experience one of the region's traditional family theme parks or beautiful natural attractions and be sure to drive across a covered bridge or two along the way. This vacation is for kids of all ages. On New Hampshire's Route 3 Retro Tour you'll truly see how those family vacations used to be, when getting there was more than half the fun.

A Brief History of the Motel Era

The word motel was formed by joining two words and combining their meanings: "motor" and "hotel." The term first appeared around 1925, however, most of these lodgings made their appearance following World War II. When soldiers and sailors returned from overseas, the nation was exploding with a desire to see and do as never before. Better roads and automobiles made it possible for young families and couples to travel to unfamiliar places. These "touring" trips generally lasted a week, with the car stopping overnight at a motel or motor court before continuing the adventure the next morning. Each new day meant another great quest. Even eating meals was an adventure because franchise restaurants were unavailable along the byways.

With demand for new lodgings growing at a remarkable rate, construction of motels began in earnest during the late 1940's and the building boom occurred throughout the 1950's and into the early 1960's. During this time there were more than 60,000 motels in the U.S. The motel offered guests a modern structure, with rooms under a single roofline. It also provided privacy, which was a desirable characteristic of early roadside lodging. Each room had its own entryway and guests could park right by the door, allowing them to enter and exit without detection, just as Bonnie and Clyde had done in the early autocamps. Between the end of World War II and the opening of the federal interstate highway system, forty to fifty percent of Americans experienced motels first-hand while traveling throughout the country.

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New Hampshire was no exception. The opening of the interstate system changed the way people traveled by automobile and the desire to get there quickly replaced the touring trips that had been so popular among visitors to the Granite State during the 1950's and early 1960's. Since guests at motels generally were traveling from place to place and staying for only a night or two, people traveling in New Hampshire seldom reserved a room in advance and would drive until they found a "Vacancy" sign. Today, many younger generations have only experienced motels through the wonderful stories their parents and grandparents shared and do not recognize they are still here to be experienced.

New Hampshire's Route 3 Retro Tour

Route 3 is situated between Lake Winnipesaukee and the northern border of New Hampshire. This was the main north-south travel route for vacation and business travelers alike during the 1950's and 1960's. Attractions still abound along the shores of Lake Winnipesaukee, in both Weirs Beach and Meredith's abundant shopping areas, where New Hampshire's Route 3 Retro Tour begins.

Located along Route 3 in Stewartstown, historical marker number 64, also known as the 45th parallel, lets you know you have reached the exact location halfway between the Equator and the North Pole.

From there, the tour extends north from Plymouth into the White Mountains region, following the beautiful Pemigewasset River through the rural communities of Campton, Lincoln and North Woodstock, where you can find Whale's Tale Waterpark and Clark's Trading Post. Franconia Notch Parkway can't be missed, with places like the Flume Gorge along the way, up to Twin Mountain where you can visit the nearby Cog Railway. As you head further north you'll reach Littleton, with Chutters Candy Store—home of the world's largest candy counter. In nearby Lancaster you can visit Santa's Village and Six Gun City, and follow along to Groveton's Riverside Speedway. In Columbia you can witness the Blessing of the Bikes and then ride on to Colebrook and up to Pittsburg's Connecticut Lakes. Follow along or come up with a trip of your own on New Hampshire's Route 3 Retro Tour.

Images Courtesy of Tilt'n Diner

Courtesy of Kellerhaus

1 Tilt'n Diner

61 Laconia Road, Tilton 03276
603-286-2204 thecman.com/restaurants/tilton-diner

Tilt'n Diner is a traditional 1950's style diner conveniently located near the Tanger Outlet Center and on the way to popular New Hampshire destinations, including Lake Winnipesaukee and Loon Mountain.

2 Half Moon Amusement Arcades

240-260 Lakeside Avenue, Weirs Beach 03247
603-366-4315 weirsbeach.com/halfmoon/arcades

Half Moon Amusement Arcades has been in continuous operation since 1950 and is still operated by the same family today.

3 Kellerhaus

259 Endicott Street North (Route 3), Weirs Beach 03246
603-366-4466 kellerhaus.com

Kellerhaus has created the finest handmade chocolates, candies and ice cream for generations. They are the oldest candy (since 1906) and ice cream (since 1920) makers in New Hampshire!

4 Funspot

579 Endicott Street North, Laconia 03246
603-366-4377 funspotnh.com

Funspot has been family-owned and operated since 1952. The center offers over 500 games, an indoor golf center, a 20-lane candlepin bowling center, cash bingo, mini-golf and more!

Courtesy of Polar Caves Park

Courtesy of Indian Head Resort

5 The 104 Diner

752 Route 104, New Hampton 03256
603-744-0120 thecman.com/restaurants/the-104-diner

The 104 Diner, formerly Bobby's Girl—the last Worcester Lunch Car Company Diner (#850) to be completed.

6 Pirate's Cove

Route 3, Meredith 03253
603-366-5058 piratescove.net/location/17

Pirate's Cove offers a riot of color and pirate themes to transport visitors from the work-a-day world into one of relaxation and beauty.

7 Pilgrim Inn & Cottages

307 Main Street (Route 3), North Plymouth 03264
603-536-1319 pilgriminnlakesregion.com

The award-winning Pilgrim Inn & Cottages prides itself in exceeding the standards of delivering consistent quality service and cleanliness to guests.

8 Polar Caves Park

705 Rumney (Route 25), Rumney 03266
603-536-1888 polarcaves.com

The Polar Caves were formed about fifty thousand years ago as the third continental glacier descended over New Hampshire's White Mountains. When the ice retreated, it left behind an amazing series of caves and passageways for visitors to explore.

9 Gilcrest Cottages and Motel

2378 Route 3, Thornton 03285
603-726-8884 gilcrestcottages.com

A "Mom and Pop" business established between 1940-1960, Gilcrest Cottages and Motel strives to maintain the peace and tranquility found during the "retro era."

10 Green Valley Motor Court

3466 Route 3, Thornton 03285
603-726-8944 greenvalleynh.com

Green Valley Motor Court takes pride in offering personalized service, low rates and quality cabins in a great location.

11 Meadow Lark Motor Court

181 Route 3, North Woodstock 03262
603-745-2451 meadowlark.biz

Meadow Lark Motor Court is situated along the pines of the Pemigewasset River in a quiet town north of Woodstock. Visitors can enjoy a relaxing place to swim, tube, fish or just take in the wonderful scenery.

12 Indian Head Resort

664 Route 3, Lincoln 03251
800-343-8000 indianheadresort.com

This family-friendly resort maintains a unique charm and a welcoming atmosphere in the heart of Shadow Lake and Franconia Notch.

Courtesy of Gilcrest Cottages and Motel

1950

- *Kraft processed cheese is introduced.*
- *Gasoline is 20 cents per gallon.*

1951

- *Rock & Roll and color television become popular.*
- *CBS broadcasts the first baseball game in color: The Brooklyn Dodgers vs. the Boston Braves.*

1952

- *A 1 carat diamond ring costs $399.*
- *Mr. Potato Head is introduced.*

1953

- *The world population is 2.681 billion.*
- *"Peter Pan" premiers.*
- *Wiffle ball is invented.*

13 Hobo Hills Adventure Golf

Main Street (Route 112), Lincoln 03251
603-745-2125 piratescove.net/location/15

Hobo Hills Adventure Golf is a perfect location for family and group gatherings. The 18 hole course is designed for maximum fun for kids and adults alike.

14 Mt. Coolidge Motel

386 Route 3, Lincoln 03251
603-745-8052 mtcoolidgemotel.com

Surrounded by spectacular mountain views, all area attractions are within reach as you relax in the fresh mountain air.

15 Clark's Trading Post

110 Daniel Webster Highway, Lincoln 03251
603-745-8913 clarkstradingpost.com

The bears at Clark's Trading Post act as the perfect "stopper," a visible attraction, gaining the attention of curious passers-by. Generations later that philosophy lives on as visitors are offered the best in family entertainment and good, honest fun.

16 White Mountain Motel & Cottages

170 Route 3, Lincoln 03251
603-745-8924 whitemountainmotel.com

Nestled within the Pemigewasset River, White Mountain Motel & Cottages is family-owned and operated.

Courtesy of The 104 Diner

Courtesy of Whale's Tale Waterpark

17 Parker's Motel

750 Route 3, Lincoln 03251
800-766-6835 parkersmotel.com

Parker's Motel is located in the heart of the White Mountains right next to Franconia Notch State Park and the Flume Gorge.

18 Profile Motel & Cottages

391 Route 1, Lincoln 03251
603-745-2759 profilemotel.com

Right at the entrance to spectacular Franconia Notch, Profile Motel & Cottages is situated on nearly five acres in the heart of the White Mountains. There is a multitude of year-round lodging options that include one, three and five bedroom cottages.

19 Whale's Tale Waterpark

481 Daniel Webster Highway, Lincoln 03251
603-745-8810 whalestalewaterslides.com

Ride the big waves or relax in the gentle ones in the shallow end. No need to worry about sand or salt. A splashing good time awaits you at Whale's Tale Waterpark.

20 Franconia Notch Motel

572 Route 3, Lincoln 03251
603-745-2229 franconianotch.com

Our tree-studded property borders the Pemigewasset River, where picnic tables with grills are available for outdoor cooking. Take a picturesque stroll while surrounded by the beautiful White Mountains.

1954

- *54% of American homes had TV sets.*
- *Lassie begins.*
- *Bread is 17 cents per loaf.*

1955

- *Bill Haley's "Rock Around the Clock" rocks the world.*
- *60% of Americans were in the middle class, with incomes of $3,000-$10,000 a year.*

1956

- *Elvis Presley becomes an international sensation with "Love Me Tender".*
- *Velcro is introduced to America.*
- *IBM creates the first hard disk drive.*

1957

- *The Space Age becomes reality.*
- *The first commercial for Silly Putty airs during the Howdy Doody Show.*

Courtesy of Chutters

21 Bishop's Homemade Ice Cream Parlor

183 Cottage Street, Littleton 03561
603-444-6039 bishopshomemadeicecream.com

Choose from an array of frozen desserts all homemade from scratch on the premises for nearly 35 years. The quaint ice cream parlor, staffed by polite and friendly servers, make jams, jellies, and all-natural fudge.

22 Littleton Diner

145 Main Street, Littleton 03561
603-444-3994 littletondiner.com

Littleton Diner is quintessential New England where visitors can choose a cozy booth, a counter seat or a family-style table setting. The homemade corn beef hash has become legendary. Everything from soups to desserts are prepared on-site by a gifted staff.

23 Chutters

43 Main Street, Littleton 03561
603-444-5787 chutters.com

The longest of its kind anywhere, Chutters candy counter runs the entire length of the store. Visitors will be impressed by the 112 feet of gleaming glass jars filled with brightly colored candy, as well as homemade fudge and chocolate.

24 Profile Deluxe Motel

580 Route 3 South, Twin Mountain 03595
603-846-5522 profiledeluxe.com

Built in 1956, Profile Deluxe Motel remains structurally unchanged since. Although there are updated rooms and amenities, the motel has retained the charm and ambiance of a classic 1950's style motel.

25 Carroll Motel & Cottages

73 Route 3, Twin Mountain 03595
603-846-5553 carrollmotelandcottages.com

Accommodations consisting of clean and cozy motel rooms and suites, keeping a "cottage charm" like nowhere else.

26 Johnson's Motel & Cottages

Route 3, Twin Mountain 03595
603-846-5561 johnsonsmotel.com

The White Mountains bring year-round activities for all ages. Johnson's Motel & Cottages provide clean and cozy lodging for all seasons and activities such as hiking, biking, fishing, hunting and skiing. Pets are welcome.

27 Four Seasons Motor Inn

Route 3, Twin Mountain 03595
603-846-5708 4seasonsmotorinn.com

Nestled in New Hampshire's White Mountains, Four Seasons Motor Inn provides comfortable and affordable lodging that is just minutes from virtually all of the ingredients of a great vacation.

Images Courtesy of Funspot

1958

- *NASA is founded.*
- *A 1958 Chevy Corvette sold for $3,591.*
- *The hula hoop is introduced.*

1959

- *Barbie Dolls are invented.*
- *The microchip is invented making way for future home computers.*
- *Alaska and Hawaii become part of the United States.*

1960

- *90% of Americans now own a TV set.*
- *The world population grows to 3 billion.*
- *Etch A Sketch is born.*

1961

- *Humans reach space.*
- *John F. Kennedy is elected the 35th president of the United Sates.*

28 Twin Mountain Motor Court & RV Park

554 Route 3 South, Twin Mountain 03595
603-846-5574 twinmountainmotorcourtrvpark.com

Twin Mountain Motor Court & RV Park offers something different while visiting the White Mountains of New Hampshire. Enjoy area attractions such as maple sugaring, waterfalls, covered bridges and scenic tours.

29 Six Gun City

1492 Presidential Highway, Jefferson 03583
603-586-4592 sixguncity.com

Six Gun City sits on what was once "The Charlie Crawford Farm." James and Eleanor purchased the farm in 1941 and continued to farm the land with dairy cows, sheep and crops. Over the next six decades, the park grew into the popular Western Theme and Waterpark it is today.

30 Santa's Village

528 Presidential Highway, Jefferson 03583
603-586-4445 santasvillage.com

Experience the magic of Christmas at this unique New England classic theme park, which opened in 1952. Parents will love the quaintness and nostalgia while kids from toddlers through young teenagers will enjoy the rides and the hands-on, interactive experiences.

31 Lancaster Motor Inn

112 Main Street, Lancaster 03584
603-788-4921 lancastermotorinn.com

When people enter Lancaster they often wonder if they even make towns like this anymore. Lancaster Motor Inn offers wide-open spaces, nature in great abundance, fresh clean air and a slower pace of life.

32 Down Home Motel

129 Lancaster Road, Groveton 03582
603-636-2898 downhomemotel.com

Down Home Motel is the perfect location to enjoy New Hampshire's many seasons. Offering year-round accommodations, nearby attractions include skiing, hunting, fishing, kayaking and more!

33 Northern Comfort Motel

1 Scott Phillips Highway, Colebrook 03576
603-237-4440 northerncomfortmotel.com

Northern Comfort Motel features 19 rooms, with well-maintained paneled tongue and groove pine. Located near beautiful woods, hiking trails, wilderness lakes and waterfalls.

34 The Ledges Motel

556 Route 2, Stewartstown 03576
603-246-8988 northcountrychamber.org/theledgesmotel.htm

A clean and simple motel located in the heart of the North Country, known for its superior abundance of wildlife. There are mountains to hike, waterfalls to enjoy, woods to explore and lakes and streams for splashing!

35 Cabins at Lopstick

45 Stewart Young Road, Pittsburg, NH 03592
800-538-6659 cabinsatlopstick.com

Great cabins, a spectacular view and warm northern hospitality! Located in New Hampshire's Great North Woods, Cabins at Lopstick are cozy and clean with a spectacular view of First Connecticut Lake.

1962

- *Automatic electric blankets cost $9.94.*
- *Salt & Vinegar is the first type of flavored potato chips sold.*

1963

- *The computer mouse is invented.*
- *John F. Kennedy is assassinated.*
- *Martin Luther King, Jr. gives his "I Have a Dream" speech.*

1964

- *Astroturf is invented.*
- *TV show "Gilligans Island" kicks off.*
- *G.I. Joe is released.*

1965

- *Barrel of Monkeys boardgame hits the shelves.*
- *St. Louis Arch is completed.*
- *The movie "Sound of Music" is released.*

Timeline Sources: thepeoplehistory.com; wikipedia.org; pop-culture.us