



# NEWSLETTER

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A Non-profit Corporation

MARCH '90

Vol. 1 , No. 2

## Spring Meeting In Tulsa!

The Oklahoma State Route 66 Association cordially invites all members and "present" non-members to our spring meeting in Tulsa on Saturday, March 24, 1990, in order to conduct association business, "GET SOME KICKS"; and, most importantly, coordinate and finalize events for our "FIRST ANNUAL OKLAHOMA ROUTE 66 CRUISE" and Poker Run.

A quick peek at our agenda promises an entertaining and informative program highlighted by representatives from the state Departments of Tourism, Commerce, Transportation, and the Oklahoma Historical Society conducting small group discussions addressing their respective Department's interests and assistance in our association objectives. YOU CHOOSE which group to sit in on. In addition, we will get a welcome update on our historical signage program; preview videotape of the Route; hear more from Route 66: The Mother Road author, Michael Wallis; critique the latest in Route 66 fashion and specialty items; ROUTE AND TOOT to tunes from the 50s and 60s; and MOST IMPORTANTLY, . . . discussion, instruction, and construction of the biggest road rally ever . . . ever. It is critical that you and your invited guests from your area participate in order to better assure the success of this major event. You and your community could see an estimated 5,000 vehicles roll through your town on this single Saturday in June. Please attend and bring a friend!

You faithful 66ers who live in towns not located on this year's 166-mile tour (El Reno to Claremore) need to attend for three good reasons. One, regular association business; two, arrange for Michael Wallis to appear in your town. Michael is aware of the fact that this year's Cruise will not extend from border to border; so, he wants to make a special effort to visit your town either before, during, or after his national tour in June. And three, to discuss what special efforts we can create to promote your town and area during the Cruise.

CONTINUED ON PAGE 3

### Signs of Progress

On Monday, March 5, 1990, the Oklahoma Department of Transportation approved a signage proposal that will greatly expedite signage of the route - details will be provided at the statewide meeting.

### Newsletter Committee :

Lura Tolle

Kris Marek

### Send Submittals To :

P.O. Box 166 Oklahoma City, OK. 73102

405-946-0857

ROUTE ENTHUSIASTS OF WESTERN  
OKLAHOMA HOLD MEETING

By Lura Nell Tolle

A group of Western Oklahoma Route 66 enthusiasts met Monday night, January 29, in Hydro.

The purpose of the meeting was to encourage each town to become members of the recently organized OKLAHOMA ROUTE 66 ASSOCIATION.

Lucille Hamons, Hydro committee chairman and Caddo county representative on the Board of Trustees for the OKLAHOMA ROUTE 66 ASSOCIATION, introduced Danny Scott, membership chairman for the state organization. He spoke to the group and emphasized the importance of organizing local chapters and possibly a western Oklahoma regional organization.

Representatives from each of the eight towns present were advised to help create interest in their own communities and become involved in promoting and preserving OKLAHOMA HISTORIC ROUTE 66.

In addition to Oklahomans, the state organization has several members from other states as well as members from Australia. By banding together, the Route 66 project is expected to be the next chance for towns to come alive.


"Too many smaller towns are just sitting there, wasting their potential," said Scott. "I care about small towns," he continued.

Scott is a resident of Oklahoma City. He has his own wholesale business and specializes in memorabilia or Route 66.

The promotion of Route 66 is not a competition between towns, but rather, a way to promote what is termed as the largest tourist attraction in Oklahoma. Each town has something unique to visitors from another area.

Scott introduced John "Shorty" Barnett, an Oklahoma City businessman who is a Democratic candidate for Governor of Oklahoma. In a brief statement, Barnett expressed his interest in the development of tourism along Route 66. He referred to the road as "a latter day Santa Fe Trail" that will bring people back to Oklahoma. He stressed that Oklahoma's #1 commodity is its people and western Oklahoma has attractions unlike anywhere else along the route from Chicago to Los Angeles. Everyday life is interesting to visitors from other areas..

Those present were Vernon Bailey, Texola; Mary Hendryx, Danny Scott and John "Shorty" Barnett, Oklahoma City; Khinia Latham, Edmond; Don Mullenix, Jr., Elk City; Clara Kaiser, Norma R. Hamburger, Frances Kissler, VerZell Bergen and Marion Davidson, Weatherford; Dale Carpenter, Erick; Jake Lewis, Clinton; Joe London, Jill Hagy, Calvin Haines, E. W. Tolle, Lura Nell Tolle, Odean Huiatt and Lucille Hamons, Hydro.



## ROUTE 66 ANTIQUE MALL

Hours: Tues.-Sat 10:00 to 6:00  
Sunday 1:00 to 5:00

1629 East U.S. 66  
El Reno, OK 73036

(405) 262-9366  
Ray & Katy Ruth

The Oops Column

Apologies to the National Trust for Historic Preservation. The January newsletter article about the development of Oklahoma's Route 66 movement failed to mention the important contribution of the Trust. The availability of matching funds provided by the National Trust for Historic Preservation served as an important catalyst for the Route 66 study efforts which helped bring all of us together. A \$3,000 grant from the Trust to the Oklahoma Tourism and Recreation Department helped finance the study and photographic recording of the route as well as the initial statewide meeting.

Special thanks also to Sally Ferrell, an Oklahoman who serves on the board for the National Trust for Historic Preservation, for facilitating our efforts.

Our meeting will be held at the Park Plaza Hotel (formerly the Hilton Inn). It is located right on the Route (some now call it Interstate 44) at 5000 East Skelly drive. Special rates for 1-4 occupants are \$39.00 per room. Call 918-622-7000 to make your reservation. A complete free breakfast is included. Be sure to inform the reservationist or desk clerk that you are attending the Route 66 meeting.

A \$10.00 registration fee in the spring meeting is needed to cover expenses. Please pay Saturday morning. Lunch will be provided at no cost to you . . . dinner is on your own. The evening social is free except for your drinks.

**ATTENTION TO CAR BUFFS!**

The huge parking lot of the former Yale Bowl located next to the hotel is available for our use. An informal showing of your cars during the day or evening (added security has been promised) would direct some welcomed exposure to our association. One hundred thousand vehicles pass by this property each day!

Thanks to the Tulsa chapter for hosting this event. Plan NOW! to attend this all-important meeting.

Time: 9:00 AM

Registration  
Coffee & Donuts

10:00 AM- Open discussion on the First Annual Route 66 Cruise. All Members are encouraged to attend.

12:00 PM- Lunch

1:00 PM- Call To Order

- I. Steering Committee Report.
- II. Report on Route 66 Historic Signs.

2:00 PM Introduction of Guests.

- I. Rediscover America.
  - A. Michael Wallis

2:45 PM- Break.

3:00 PM- Break into three Groups.

- A. Economic Development
- B. Tourism
- C. Historical Preservation

4:00 PM- Reports From Groups.

4:45 PM- Announce Evening Activities.

5:00 PM- Adjournment. -Dinner on Your Own-

7:00 PM- Mixer & Route 66 Vendors.

8:00 PM- Dance.

## REDISCOVERING AMERICA The Phantoms and Dreams of Route 66

**Michael Wallis**  
A Lecture/Slide Program

One of the most famous highways in the world, Route 66 reaches across more than 2,400 miles, three time zones and eight states -- Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona and California -- from Chicago to Los Angeles. It has been called the Mother Road, the Road of Flight, the Glory Road and, because it goes through the center of so many towns, the Main Street of America.



TERRENCE MOORE

The United States has become homogenized by super highways, shopping malls and franchise restaurants. Wallis takes you on a trip down Route 66 to rediscover America before it became generic -- when motels didn't take reservations, when there were genuine barber shops and drug stores, when doctors made house calls. Movie theaters weren't look-alike boxes in a shopping center. There were no diet soft drinks nor imported waters. People drank straight from the tap and sipped iced tea brewed by the sun, or guzzled bottles of cold beer or Coca Cola or Grape Nehi. The highway has been a mirror held up to the nation. Route 66 put Americans in touch with other Americans through its necklace of neon lights, billboard signs, motor courts, garages, and diners and cafes with big-boned waitresses who served up burgers, plate lunches and homemade pie. America seemed more innocent. Hitchhiking was safe and nobody knew about cholesterol.

Route 66 is Steinbeck and Will Rogers and Woody Guthrie and Merle Haggard and Dorthea Lange and Mickey Mantle and Jack Kerouac. It's yesterday, today and tomorrow. It's a road of phantoms and dreams. Wallis's program, illustrated with slides, will bring you to experience the romance of traveling the open highway while rediscovering America on Route 66.

Michael Wallis is author of the books *Route 66: The Mother Road*, to be published by St. Martin's Press in the spring of 1990, and *Oil Man: The Story of Frank Phillips and the Birth of Phillips Petroleum* (Doubleday). A freelance writer, his work has appeared in *The New York Times*, *Smithsonian* and *Time*, among others.

**IN ADDITION, MR. WALLIS IS AVAILABLE WITH THE LECTURE:**

**THE WILD WEST THAT BUILT AMERICA  
Tycoons, Statesmen, Oil Men and Cow Thieves**

LUCILLE'S

By  
Linda John Hicks

Interstate 40 took over Old 66,  
The merchants were wondering what's coming next.

They put a fence along the Interstate, you know,  
Blacking off Hydro, and business got slow.

Hamons Station is on Old 66,  
Lucille's the owner, she hates that darn fence.

But Lucille's kept the old Station open out there,  
The fence didn't stop her; she didn't care.

Lucille's a friend to anyone that comes in,  
That's the kind of person she's always been.

People have stopped "broke", and couldn't go on,  
So she'd help them out and they'd be gone.

Most people, she says, won't forget a helping hand,  
But most likely they come back and thank her again.

She raised her kids on the hard earned money she made,  
But made darn sure that the bills were all paid.

Lots of people stop to see the old Station;  
She says it's been hard work, but also a blessing.

Making a dollar was hard at times,  
But this old Station has been very kind.

Let's go out to Lucy's, the kids would all say,  
They would all load up and would stay there all day.

She always had something to eat out there,  
It might not be much, but they didn't care.

Lots of the kids are married and gone,  
And most of them with kids of their own.

Lucille and Station they will never forget,  
She'll get a visit; that, you can bet.

The place is old; that you can see,  
And is sturdy as any place can be.

The sign in front says; A Historical Place,  
And the green ivy growing - it adds grace.

There's no ribbons, satin or lace,  
Just a peaceful and nice old place.

As far as a person, there's not a better One;  
Go see Lucille; she's a lot of fun.

I know she looks back on the years that's gone by,  
Only with a good thought, a smile and a sigh.

Lucille and Station are still going strong,  
On Old 66, that's where they belong.

Route 66 Study Act of 1989

On October 18, 1989, U.S. Representative Wes Watkins introduced legislation directing the National Park Service to prepare a study and report about U.S. Route 66. Included within the study would be an evaluation of the significance of the Route, options for preservation and use of the remaining segments and options for preservation of features associated with the highway. The House Bill is the companion bill to S.963, introduced by Senator Domenici from New Mexico.

In a recent meeting with Representative Watkins, he promised to make every effort to get the House Bill passed by June of this year.

## \* Membership Report

Membership Report

Oklahoma Route 66 Association, Inc., is proud to welcome the Tulsa Chapter and the Mid-Western Chapters as affiliates to our Association.

The membership roster continues to grow on a daily basis. Our numbers are now over 200 and extend throughout Oklahoma, Illinois, Missouri, Texas, Arizona, Nevada and, oh yes, Australia.

Individual members	44
Family members	46
Business members	24
Organization members	6
Affiliate chapters	2
Charter members	76
Benefactor members	5

Total members as of  
2/22/90

203



Lucille Hamons  
405-663-2341

R. R. 1, Box 44  
Hydro OK 73048



Presents The

# First Annual Oklahoma Route 66 Cruise

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Club Affiliation \_\_\_\_\_

Type of Car \_\_\_\_\_ Year \_\_\_\_\_

Desired Starting Point: Claremore \_\_\_\_\_ or El Reno \_\_\_\_\_

I, \_\_\_\_\_ hereby authorize the Oklahoma Route 66 Association to use any and all pictures and/or videos, taken during the Route 66 Cruise for promotional purposes. I also release the Oklahoma Route 66 Association of any liability of injury or damages to personal property incurred during the event.

**Entry Fee \$25.00\***

\*Includes \$10.00 membership fee

**CURRENT MEMBERS \$15.00**

Make checks payable to (mail to):

Oklahoma Route 66 Assoc.

P.O. Box 166

Oklahoma City, OK 73102

Claremore  
166 miles

## Adopt A Highway

Oklahoma's roadways are the first welcome given to the traveling public and they may be the only image a traveler gets of our state. Roadside trash and debris can create a lasting negative perception which takes much time and money to dispel.

The answer: 1st - Don't Lay That Trash on Oklahoma! and

2nd - Encourage your club, chapter, church or other group to adopt-a-highway.

As you travel around the state, you've probably noticed signs identifying civic group adoptions of roadways. The adopt-a-highway program, initiated in 1989 by the Oklahoma Department of Transportation has visibly impacted Oklahoma's landscape in a positive fashion.


Highways, such as Oklahoma Route 66, are adoptable in two (2) mile segments. An adopting club agrees to periodically cleanup the adopted right-of-way for a 2-year period. The Department of Transportation supplies instructional material which includes a video on safety and provides trash sacks, safety vests and hats. In exchange for the commitment to cleanup, signs are installed on the right-of-way which recognize the organization's efforts.

You can help make Route 66 Oklahoma's primo travel route. Join the adopt-a-highway program. For more information call: Joann Orr, Oklahoma Department of Transportation, 405-521-2579.

## IRS Recognition

On February 21, 1990, the Oklahoma Route 66 Association received notice of its acceptance as a 501-C-3 corporation. The advance ruling period extends from October 16, 1989, through 1994 after which permanent ruling status can be achieved.

The confirmation of 501-C-3 status opens the door for expanded Associate efforts at fund raising for major preservation and restoration efforts along the route.



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# OKLAHOMA ROUTE 66 CRUISE

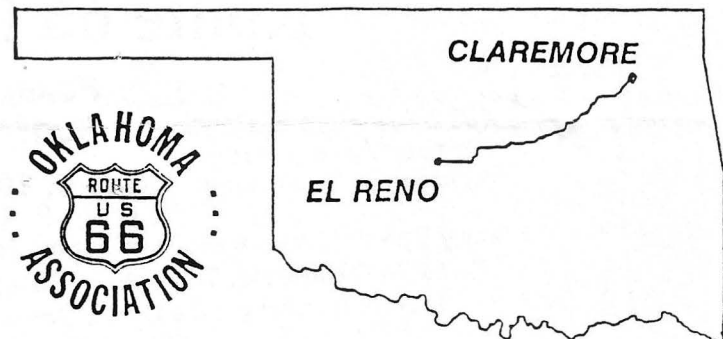
## June 9-10, 1990 Traveling

### "ONE HUNDRED AND 66 MILES" BETWEEN CLAREMORE AND EL RENO ON

In a few months, the first Route 66 Cruise and Poker Run will send an estimated 5,000 leisurely drivers past El Reno, Yukon and another 17 towns from El Reno to Claremore along the historic highway.

The Cruise/Poker Run was developed as a way to spark interest in the newly formed organization. Motorists will start from one of two starting points — El Reno or Claremore — and travel to the other city. The contest is not a race, however.

Contestants will have from 8 a.m. to 7 p.m. to travel the route. They will be required to stop at each of the 19 towns or cities along the way. Some towns will be checkpoints that motorists must be verified at, others will hand out playing cards. Out of five or seven cards (yet to be determined), those with the best poker hands at the end of the day will receive prizes.



- ★ OPEN TO ANYONE W/VALID DRIVER'S LICENSE
- ★ FAMILIES, GROUPS, ORGANIZATIONS, SCHOOLS, ETC.

## Entries sought for Mr. and Mrs. Route 66 contest

In conjunction with the state-wide Route 66 celebration this June, Lincoln County will crown its first "Mr. and Mrs. Route 66."

The contest is open to county residents who are at least 66 years of age and able to travel. Entrants must submit an essay titled "These were my kicks on Route 66," which will determine the winners.

The essay must be 266 words or less, typed and must include when and where their experience took place, anywhere on Route 66.

The contest is the first of its kind in Lincoln County, as well as the state. It helps recognize the preservation of Route 66 and its historical significance, said Linda Byrd, contest committee chairman and Chandler-area Southwestern Bell manager.

Only individual applications will be accepted and a \$1 entry fee is required. Finalists will be notified by mail. The judges will make the final decisions at the Lincoln County Route 66 pageant in

Chandler on June 6.

The winners will receive a plaque and other Route 66 memorabilia. They will also travel to other Lincoln County towns that are celebrating "Route 66 Preservation Days."

Finalists will receive t-shirts, lapel pins and other Route 66 memorabilia donated by participating sponsors.

Contestants can enter by filling out the entry forms printed in the first Davenport New Era issue each month beginning today and ending May 3. The deadline for entries is May 6.

"This is an excellent opportunity for people to share their experiences with fellow Oklahomans," Byrd said.

Lincoln County winners will be entered in a state-wide contest that will take place on June 10.

Entries are to be mailed to "Mr. and Mrs. Route 66 Contest, 1021 S. Manvel, Suite D, Chandler, OK 74834."





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THIS NEWSLETTER IS FINANCED IN LARGE PART BY THE BUSINESSES WHO ADVERTISE.

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