

# Oklahoma Route 66 Association, Inc.



901 Manvel Ave., Chandler, Oklahoma 74834

(405)258-0008

Volume 6, No. 3 NEWSLETTER May 1994



## THE PRESIDENTS CORNER

BY  
**RON BURDEN**

The 5th Annual Cruise is approaching and plans are being made to make it a spectacular event. The Route 66 Festival at Shepherd Mall will be a fun event with car shows, entertainment, prize drawings, and exhibits all day Saturday, June 11th. This will be the same weekend as the "Red Earth" celebration, therefore we should have a good turnout of people in the Oklahoma City Metroplex. We understand the Shepherd Mall merchants will be offering Rt.66 special sales during the celebration.

I want to invite all our Route 66 communities Chambers of Commerce or authorized Civic Organizations to participate in the Route 66 Festival. We will provide 6' by 10' booth space to all our Route 66 communities to promote themselves by exhibits or information pertinent to their location along Route 66. This will be an excellent opportunity for every town to promote tourism & economic development, and show the world our Route 66 is alive and well!!

The best part of our offer-THE BOOTH SPACE IS FREE-to our Chambers of Commerce or Civic Groups. Please take advantage of this opportunity by notifying the state office and we will reserve your space!

We realize it may be difficult for some of our communities to divide your time between the Cruise & the Festival, but please make the effort. "It will be worth it" in the returns you could realize. Let's all come out and be a part of the celebration on June 11, 1994!

"I am looking forward to seeing everyone!"

## A VIEW FROM THE OFFICE

by  
Bill Blair

The office has been extremely busy! Business letters and record sheets were mailed out to 225 Business Members in regards to the June 11th cruise. This included our advertising rates and check point information. We used the database to target every Business Member, from Oklahoma City to Quapaw, for the cruise East. We'll be doing the same for the September rally, West. The response has been very good.

As you probably know by now, our newsletter has gone global. This highway is unique to the United States of America and has stirred up international interest. The Route 66 movement has spread across our planet, touching the hearts of our friends in Europe, Asia, Canada and more. Because of our dedicated volunteers we have been able to spread the romance of our special Historic Route 66.

We are living the "Good ol' days" in Oklahoma. Let's cruise on June 11th and recapture the past before it is gone.

### TOURISM IS ONE OF STATE'S TOP INDUSTRIES

National Tourism Awareness Week is May 1-7. About 60,000 Oklahomans are employed in the tourism business. Visitors in our state spend in the range of \$2.5 billion dollars each year. When indirect spending is figured in, the range could be increased to \$4.8 billion.

Employees from tourist information centers at Colbert, Vinita, Miami, Thackerville and Erick have traveled around the state to become more familiar with what Oklahoma can offer travelers. Over 1,000,000 people stopped at the tourism centers in 1993.

If towns furnish the t-shirts, center employees are willing to be walking billboards. Special exhibits can showcase area attractions.

### LARGE TRAVEL SHOW IN EUROPE

Europe's largest travel show was held in March at Berlin, Germany. Oklahoma sent representatives from the tourism department. They were to tell the world what Oklahoma has to offer the traveler. The building that houses this show is about 26 times the size of the Myriad Convention Center in Oklahoma City. It contains approximately 26 different halls. Taxi cabs providing transportation, made getting around a bit easier.

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The United States' pavilion is shaped like a capital U. The booths on the outside are set up for the general public. The booths on the inside are for the private and professional traveler.

The Dutch and Germans are the most widely traveled people in Europe. A lot of questions were asked at the Oklahoma booth. The Oklahoma Route 66 Association helped the Tourism Department with t-shirts that had the Route 66 and Native American theme in the design.

Europeans are used to booking their travel plans with an agent ahead of time. This could be an opportunity for Route 66 communities to get listed in tour guides for a particular area. Another opportunity that could help is to recognize and cash Eurochecks. These checks are like Traveler's checks used over in Europe. Route 66 businesses may want to inquire into what it takes to handle the exchange of this currency.

## RODEO DAYS AT SHAMROCK, TEXAS

In June, the Shamrock Historic Route 66 Association is having a big celebration. Friday, June 17, a rodeo and free barbeque is scheduled. On Saturday, June 18, a parade will march down historic Route 66. A chuckwagon cook-off is the next event. Poker Runs are also going to be set up. Entrants can start in Oklahoma City or Amarillo. Saturday there is also a second night of rodeo and a boot-scootin' dancel

For more information contact: Shamrock Chamber of Commerce at (806)256-2501

## SCHEDULE OF EVENTS ON ROUTE 66

- June 3-5: Chisholm Trail Festival-Yukon Historic encampments, cowboy entertainment, food, crafts and art show. For more information call 405-354-3567.
- June 3-5: Leake Car Auction-Tulsa. For more information call 918-665-1777.
- June 3-5: 43rd Annual Tulsa Powwow-Tulsa Dance contests, Native American arts and crafts. For more information call 918-835-8699.
- June 3-5: Juried Art Show-Sapulpa. For more information call 918-224-0170.
- June 3-5: Red Elk Powwow-Elk City. For more information call 405-664-5901.
- June 4: Country Cloggers Performance-Clinton. For more information call 405-323-2222.

- June 11: Route 66 Blowout-Sapulpa. Classic car show, live music and art show. For more information call 918-224-5709.
- June 9-12: Red Earth Native American Cultural Festival-Oklahoma City. For more information call 405-427-5228
- June 10-11: OKLAHOMA ROUTE 66 ASSOCIATION 5th ANNUAL ROUTE 66 CAR CRUISE AND POKER RUN--START IN OKLAHOMA CITY OR QUAPAW!! Entry fees: \$15.00 for members...\$20.00 for Non-members. BE THERE OR BE SQUARE!! For more information contact: Oklahoma Route 66 Association.  
901 Manvel Avenue  
Chandler, OK 74834  
Phone 405-258-0008
- June 16-18: Will Rogers Stampede PRCA Rodeo-Claremore. For more information call 918-341-2818.
- June 17-18: Shortgrass Country Rodeo-Sayre. For more information call 405-928-3386.
- June 18: Liberty Feast: A Taste of Edmond. Edmond's 25 area restaurants prepare and serve their favorite recipes. For more information call 405-340-2527.
- June 25-26: Fort Reno Indian Territory Days-El Reno. Reenactments of cavalry exercises, land run and saloon life. For more information call 405-262-1188.
- June 25-26: J.M. Davis Gun Museum 25th Anniversary-Claremore. For more information call 918-341-5707.

## CATOOSA CHAMBER OF COMMERCE TO PRESENT 1994 LIBERTYFEST

by Lisa Houde

The Catoosa Chamber of Commerce is proud to present Libertyfest '94. Plans are now underway for the 1994 LIBERTYFEST. Libertyfest, a celebration of Catoosa's past and future, is scheduled for July 2nd through July 4th, 1994.

This year's Libertyfest will offer something for everyone in the family. Scheduled activities include a 5K fun Run, to benefit the Catoosa's F.O.P. Auxillary Camcorders for Cops program; a Chili-BBQ Cookoff, a Kids Zone, the Oklahoma Opry and a water ski show featuring the Tulsa Water Ski Team; all culminating on

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the evening of the Fourth of July with an extravagant fireworks display, presented by Cherokee Nation Bingo Outpost and simulcast by KVOO.

Libertyfest is an opportunity for friends, family and neighbors to come together and celebrate as a community the heritage and history of this country.

Come join us this year at Libertyfest '94 in Catoosa. We're easy to find. Just cruise Route 66 or take I-44 to Highway 66 in Catoosa, and two miles north to Rogers Point Park. Activities are scheduled to begin at noon on the Fourth of July at Rogers Point Park, or you can come early and enjoy the shopping and entertainment downtown all day long on July 2nd and 3rd.

For more information, contact:

Lisa Houde  
(918)266-6042  
Port of Catoosa  
Chamber of Commerce  
PO Box 297  
Catoosa, OK 74015



"GATEWAY TO THE SEA"

(This article was submitted by The Arcadian Inn Bed & Breakfast, members of The Oklahoma Route 66 Association.)

## LOOKIN' DOWN OL' ROUTE 66

High on the hill east of the Normal School in Edmond, Oklahoma stood the home of Dr. A.M. Ruhl, M.D.. A modest structure of one and a half stories, it was typical of the surrounding homes. A little girl, Floranna, played in the fenced in yard with her dolls and her family dog. A parrot was known to rest in its cage out front as the family enjoyed the front porch. Chrysanthemums grew around the yard, bringing praise for the Dr.'s green thumb. Dr. Ruhl could be seen having tea with Floranna out in the lawn or Mrs. Ruhl loving on her little girl on the front porch.

The 1920's brought change to the little house. The little girl was a young lady away at school. And Dr. and Mrs. Ruhl embarked on a most ambitious project, they had their home lifted up 12 feet to build a new first floor underneath. The original house was lowered down on the new construction. The newspaper described it as one of the most attractive homes in Edmond with it's new stucco finish and sun parlors.

As all of this was happening, an new highway was making it's way past the grand home of Dr. and Mrs.

Ruhl. One day known as Historic Route 66, the new highway brought people from across America past Dr. Ruhl's front porch. From the sun parlor, the family could now watch as the newest automobiles of the century drove by. Soon Dr. Ruhl was to pass away, but Ol' Route 66 was still there to keep Mrs. Ruhl company for almost 40 years. It brought her precious daughter Floranna, and family, home to visit Grandma Ruhl.

Today, Floranna's family home still overlooks the hill where Ol' Route 66 comes up past the front porch. Now the home bears a new personality as The Arcadian Inn Bed & Breakfast. Floranna's friends, the Halls, now host many visitors brought to them by Ol' Route 66.

Decorated as Mrs. Ruhl might have dressed it up in the early part of the century, the home is a luxurious haven with Victorian charm and contemporary comfort. Guests enjoy homemade cooking, good reading, outdoor theater, and the outdoor spa that reminds them of Dr. Ruhl's goldfish pond. But most especially they enjoy sitting on the front porch "Lookin' down ol' Route 66".

The Arcadian Inn Bed & Breakfast overlooks Route 66 at First & University in Edmond. Five luxurious, Victorian guest rooms with private baths, fireplaces, canopy beds, clawfoot tubs, jacuzzi, and outdoor spa as well as the Grand wraparound front porch with the porch swing lookin' down ol' Route 66. Your Innkeeper is Martha Hall, and you may call for reservations or information at (405)348-6347 or 1-800-299-6347.

(THIS ARTICLE WAS SUBMITTED BY VINITA CHAMBER OF COMMERCE, MEMBER OF THIS ASSOCIATION.)

## THE WELL

by Joe Tomlinson

When the Route 66 Cruisers come through Vinita, they will be driving right on top of a piece of history; the site of Vinita's community Artisan well.

Many years ago, before Oklahoma became a state, Vinita had a community water well. It was located at the intersection of Illinois Avenue and Wilson Street, actually in the middle of the street. This location is now the intersection of Highway 66 and Highway 2, right on the Route 66 Cruise pathway.

During the great westward movements of the 1800's, this was a common stop for people moving across the continent seeking new lands. Some walked, some rode, but most came by covered wagons containing all

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their earthly goods.

In the next century, for many years the well was used by travelers on Route 66 to refill their radiators and as a general reason to stop in the thriving community of Vinita. Later, as progress created the need for larger and better roads, the well was covered over and is now deeply buried under the intersection. The rocks which lined its walls, however, are still in place and several were recovered in 1993 when the highways were undergoing renovation.

Be sure to look Vinita over carefully when you're on the Cruise. Vinita is the oldest incorporated town in Oklahoma and you'll be hearing a lot about this town and you should plan on making a return visit soon. For additional information, please call the Vinita Chamber of Commerce at (918)256-7133.

## ROUTE 66 CRUISE NIGHT/PRE-PARTY & Cruise Sign-up in MIAMI, OKLAHOMA!

The Ottawa County ROUTE 66 Association and the Miami Chamber of Commerce are sponsoring the pre-cruise party and opening ceremonies for the 5th ANNUAL ROUTE 66 CRUISE. This is an evening of FREE FAMILY FUN. This event begins Friday at 6:00 p.m., June 10th at 915 N. Main on the Reasor's Parking Lot North of KU-KU Drive-In. The first 100 cars that show up will receive Route 66 Dash Plaques.

There will be live entertainment with music by Bad Boy Nathan Lee, the Magic of Kevin Wade and from Joplin, Missouri, comes James Cunningham who performs "Clownin' Balloon Sculptures".

There will be games and contests. This includes a dance, hula hoops and limbo. Get your aging backs ready and have FUN! Here is a list of the prizes:

- \$900 Route 66 Mirrored Clock donated by the Miami Glass & Mirror, Inc.
- \$100 Saving Bonds donated buy the First National Bank, Miami.
- \$50 Savings Bonds donated by Green Country Savings & Loan, Security Bank, Miami.
- Route 66 Shields
- Route 66 Clock Shields
- Route 66 T-shirts
- And many other Valuable Prizes...

For those that did not pre-register for the Cruise can sign-up at this event. Registration for the Cruise will also be available Saturday morning from 8:00 a.m. until 10:00 a.m. at Dallas Dairyette, 101 North Main in Quapaw. Let's cruise Route 66 and make this 1994 event the best ever.

## ROUTE 66 CRUISE NIGHT/PRE-PARTY & Cruise Sign-up at Shepherd Mall in Oklahoma City



And the



presents the Shepherd Mall Kick Off Car Show and Vintage/Classic Showcase and opening Cruise Ceremonies. Live entertainment begins a 6:00 p.m. Friday night. For those cruisers that did not pre-register can sign-up from 6:00-8:00 p.m. at the Oklahoma Route 66 Association, Inc. booth in Shepherd Mall.

Saturday, June 11th, will be a full day of Family Fun, stage entertainment, Route 66 car show, prizes and more.

The car show is an open category for vehicles from 1966 and older. Pre-entry registration deadline is June 6th. There is no entry fee-it's free! The car show awards ceremony begins at 4:30 and The Oklahoma Route 66 Association cruisers check-in starts at 5:30.

After the closing ceremonies we will caravan to Chelino's Mexican Restaurant, 15 E. California, Bricktown for a concert by THE BRITISH INVASION BAND performing music of the BEATLES, STONES, ANIMALS, WHO, BYRDS, DYLAN and more.

Lodging is available at the Holiday Inn Northwest, 3535 NW 39th(Rt. 66). Ask for the SPECIAL RT 66 \$45.00 KING ROOM RATE (rate applies while rooms are available). Phone (405)947-2351.

Shepherd Mall is located in Oklahoma City at NW 23rd St. and Villa. Shepherd Mall is the original Route 66 Mall-The first Mall between Chicago and Los Angeles on Route 66. Let's *CRUISE!*

**CRUISE/GUIDE BOOKS & CRUISE RULES/INSTRUCTIONS WILL BE MAILED OUT TO THOSE WHO HAVE PRE-REGISTERED AROUND JUNE 6TH.**