

# Oklahoma Route 66 Association, Inc.



P.O. Box 21382 Oklahoma City, Ok.  
73156-1382

Volume 8, No. 4 NEWSLETTER November, 1996

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## ANNIVERSARY SPECIAL

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CELEBRATION, CELEBRATION, CELEBRATION, 70 years and still going strong, Route 66 has stood the test of time and it has been a year to commemorate. We have done it all. First the Eastern Cruise with the closing in Chandler. Then the Western Cruise with the sock hop at the Museum in Clinton and the closing and weenie roast hosted by the Texas Route 66 Assn. in Shamrock. Then the biggest of all, the Cruise to the Heartland in Vega, TX. If you didn't get your fill of cruising good old Route 66 this year, your car must have been broken down. We have done a lot for this old route this year and it's not even November 11th yet. Does this mean that you still have time to show your support for the Old Mother Road? You bet. How about we all say happy birthday by putting on our 66 tee shirts, vests, and anything else you may have with a Route 66 logo on it and let others know that November 11th is the 70th Anniversary of Route 66. It is also Veterans Day so a lot of us won't have to go to work that day. It would be a great way to let people see that we are the supporters of the old road and that we care about what's going on in Oklahoma. So on the eleventh let's put on those Route 66 caps, put signs on our cars and let others know it's party time on old Route 66. Or, you may want to choose Catoosa. That's right, Catoosa. The Chamber of Commerce there has asked us to participate on Saturday, Dec.14, 1996 in their Catoosa Route 66 Christmas parade. It sure would be nice if a bunch of us could show the flag in Catoosa with a few old cars, and a gang of Route 66 supporters to back them up. For more information please contact Vicky at the Catoosa Chamber (918-266-6042). I hope to see you all there. I'm sure it will be a great way to end the year.



**Joe Kisicki and Old Blue "In The Cruising Mood"**

## PRESIDENT'S CORNER

by Joe Kisicki

Well if you got this far you've figured out the new format for the newsletter. I just thought that the Anniversary issue should have a front page, Then I added a picture of me and Old Blue. Why? Because most of us have never met. Only about 10% of you come to our functions, and I thought what the heck, you might like to see what Old Blue and I look like.

While I'm on percentages you might also like to know that 71% of you live in NATIVE OKLAHOMA, 29% live elsewhere, of which 3% live in a different country. Twenty five percent of you are business members, most of which are on "The Route" here in Oklahoma.

**Thank you all** for your continued support.

What a year this has been. If it went any faster I'd get a ticket for speeding. Time slips by so fast when you're having fun. Taking over the office is a little bit more than I had planned on last January, but it keeps me off the streets at night. It gets harder and harder to keep up with all the things that are going on all the time. I'm afraid that some things just don't get done the way some of you wish, but that's life in the fast lane.

The best times are always out on "The Road," and I think we had two great cruises this year and the trip to Vega turned into a Who's Who of Route 66. They were all there, as you can see from the pictures in this issue. It was great, and to those of you that came, thanks again, for all your support and help in the Oklahoma Route 66 Tent. As you can see on the front page there is still more to come this year so let's make this a year we won't forget for a long time.

We've left some things out of the newsletter this time, but we will have our list of business members and upcoming events return in the spring.

There is one more thing I'd like to ask of you. Please come to the annual meeting of the membership. We need your support in making this the best association it can be. We need to know if things are going the way they should. I've asked a committee to look

over the BY-LAWS and they will be giving their report. We need to vote on any changes. The search committee has identified candidates for all of the officers' positions, so you won't have to worry about getting stuck with a job, but we do need your support and input to next year's programs. Till then, I'm looking forward to another great year. I hope you all have a Happy Holiday Season. **KEEP THE SHINY SIDE UP!**

## ANNUAL MEMBERSHIP MEETING SATURDAY JANUARY 11, 1997

Yes, it's that time of year again, and now is the time to get up and mark your calendar for this great event. We will be meeting at the **Edmond Historical Society, Museum**. It is located at **431 SOUTH BOULEVARD EDMOND, OK**. The meeting will start at 2 PM but you can come early and enjoy the refreshments and visit with old friends and meet new ones. There will be door prizes and if we are lucky some surprises. Plan on it.

## NOMINATIONS SOUGHT

Hall of Fame nominations for 1996 and 1997 inductees into the Oklahoma Route 66 Hall of Fame are being asked for. People who illustrate the highway's unique blend of character and the determination of spirit and who have contributed to the education and promotion of Route 66 are eligible.

These people can be living or deceased. Write about your nominee in 400 words or less. Be as specific as you can when it comes to dates, places, names, and so forth.

The deadline is December 7th, 1996. Send information and nominations to:

**HALL OF FAME NOMINATIONS  
c/o OKLAHOMA ROUTE 66 ASSN.  
P.O. BOX 21382  
OKLAHOMA CITY OK. 73156-1382**

## 66ERS HAVE FUN AT CELEBRATION

by Carol Duncan

The Oklahoma Route 66 Association sponsored a Car Rally Fun Run in September as a part of the Route 66 Festival and Car Show held in Clinton.

This year marks the 70th Anniversary of our favorite road. On the weekend of Sept. 13th and 14th the Association joined with the Clinton Chamber of Commerce, The Route 66 Museum, and the Friends of the Route 66 Museum support group, to hold a celebration. Seventy years of getting our kicks on Route 66. We want to give a big **THANK YOU** to the following sponsors and co-sponsors of our Western Oklahoma Fun Run and Friday Night Sock Hop.

### SPONSORS:

Western Oklahoma Phillips 66 Service Centers,  
The Bank of West Clinton,  
Southwest Distributors Inc. Coca Cola Co. of Clinton.

### CO-SPONSORS:

Oklahoma Route 66 Museum,  
Friends of the Route 66 Museum,  
Oklahoma Historical Society-Cathy Dickson,  
Clinton Chamber of Commerce,  
Shamrock Chapter of the Texas Route 66 Association.

We would also like to thank all the checkpoint businesses, the Oklahoma cities of Foss, Canute, Elk City, Sayre, Erick, Texola, and Shamrock, Texas and all of our supporters. The thank you list is so long, almost 66 miles long, so space would not allow us to name everyone.

Route 66 became the Mainstreet of America because of the people who traveled it. The people made Route 66 what it was and what it is now. We need the support of all the people to preserve and promote Route 66.

**THANK YOU ROUTE 66ERS!**

## COMMEMORATIVE T-SHIRTS

For those of you that wish you had been able to get one of the great Commemorative T-Shirts from the above events, a limited number of shirts are still available. They are very attractive with the Route 66 Shield, nice artwork of a 1957 Chevy, picture of the museum, all on the background of a map showing Route 66 through Oklahoma. Please contact the Clinton Chamber of Commerce office direct, 1-800-759-1397 or:

Clinton Chamber of Commerce  
600 Avant  
Clinton, OK. 73601

## THE HEART OF OKLAHOMA ROUTE 66 IS AT THE EDMOND HISTORICAL SOCIETY MUSEUM

by Brenda Peck Green

Visitors to the Edmond Historical Society Museum recently *Got Their Kicks on Route 66* as the notable author, Tom Teague, engaged in a fun-filled talk about the Mother Road and his book *Searching for Route 66*. Everyone enjoyed hearing Route 66 stories and viewing photographs.



**Brenda Peck Green, and Tom Teague,**

The Edmond Historical Society Museum is proud to be host to a Route 66 satellite exhibit for the Oklahoma Historical Society Route 66 Museum in Clinton, Oklahoma. Edmond themes explored in this Mainstreet of America exhibit, include the Wide-A-Wake Cafe, the Royce Cafe, Bradbury Corner, Reynolds Tourist Camp, Camp Dixie, Palacine Gas Station, Route 66 Highway cafe, and the Goodrich Cafe, to name a few. Historic photographs and artifacts relating to Route 66 in Edmond are included in this exhibit.

With the expansion of the Edmond Historical Society Museum comes the expansion of the Route 66 exhibit in 1997. Although the expanded exhibit is currently in the planning stage, we would welcome suggestions and donations of Route 66 related items. Also remember to stop by the Edmond Historical Society for your Route 66 holiday shopping. We have several fashionable items to chose from.

The Edmond Historical Society Museum is located at 431 S. Boulevard, Edmond. The Museum is open Tuesday-Friday 10:00am-4:00pm and Saturday 1:00pm-4:00pm. Admission is free. We look forward to seeing all of you at the annual meeting on January 11th!!

### **BOOKS FOR LIBRARIES**

Western Oklahoma Association members started a project to place books about Route 66 in public libraries that had few or no books on the subject. We have received some books and a little money, since the last article about the project. The following has been received since August:

Jim Ross(Bethany) donated two copies of his book, *Oklahoma Route 66: A Cruiser's Companion*.

Marian Clark(Tulsa) donated a copy of her book, *Route 66 Cookbook*.

Carol Duncan(Clinton) donated a copy of, *Searching for Route 66, 2nd edition*.

Western Oklahoma Cruisers 50/50 Pot donated \$33.00

Silent aucton \$26.00

Ron Burden(Davenport) \$20.00

Joe Kisicki(Edmond) \$20.00

Vega Run 50/50 Pot \$31.00

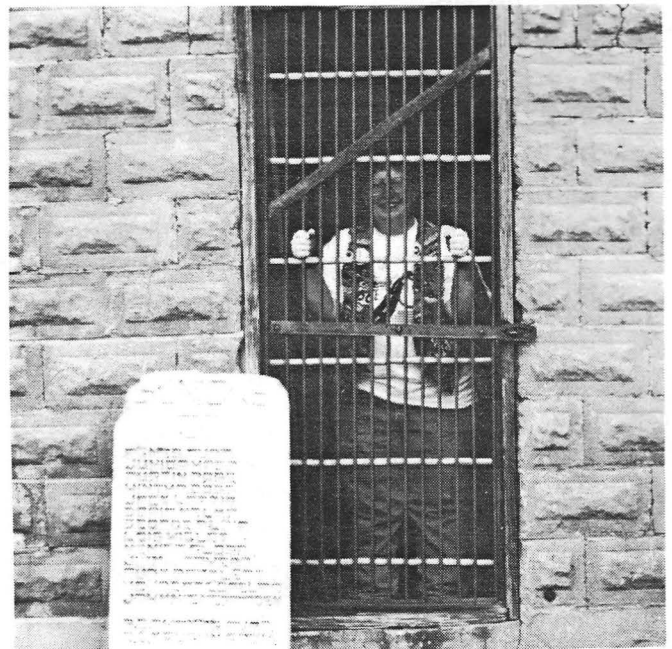
Elk City Library \$10.00

The Association donated six copies of the *Route 66 Memories* essay books. We have almost covered the western half of the state. The books have been enthusiastically accepted. The Association has delivered books to Erick, Sayre, Elk City, Clinton, Geary, and El Reno.

Carol Duncan, Western Vice President, has been chairperson for the western half of Oklahoma and has done a great job getting this project set up and off to such a wonderful start. Don Gray, our Eastern Vice President, will be the chairperson for the eastern half.

If you would be interested in supporting project, send a book(s) or money to:

**BOOKS FOR LIBRARIES**  
c/o OKLAHOMA ROUTE 66 ASSN.  
P.O. BOX 21382  
OKLAHOMA CITY, OK 73156-1382



**Carol Duncan, Western Vice President ended up in the Texola Jail while on the Western Cruise.**

Two libraries that have benefited from the above donations are:

1. Geary Public Library, Joyce Shower, librarian. The address of the present location will soon change to one block north and across the street. The Mennonite Church has donated their building to be remodeled, rewired, and converted into the new library.

Grant money from the State Department of Libraries and local financial support helped this library to be a really nice place. The school student council raised money to purchase an after hours book drop container located outside and in front of the building.

2. El Reno Carnegie Library, Dianne Costin librarian, is fortunate to have two other librarians who help her: Lee Elder Jenkins and Debbie Elmenhorst.

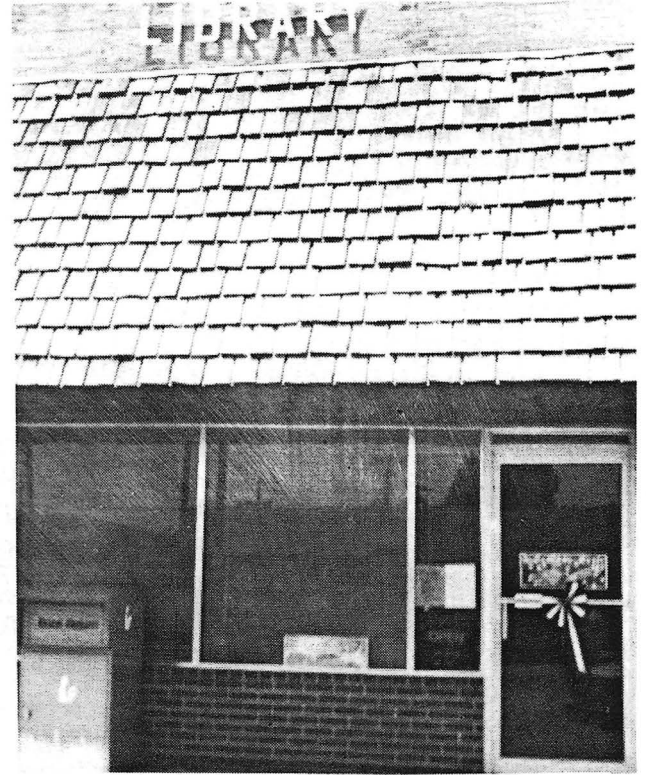
The library building was built in 1905 with \$12,500 in grant money from the Andrew Carnegie Foundation. It is the fourth Carnegie Library built in the state and is the oldest one still being used as a library.

The second floor is being utilized as a children's library. Additions to the original building have been added in various different years are the archive room, reference room, and a meeting room.

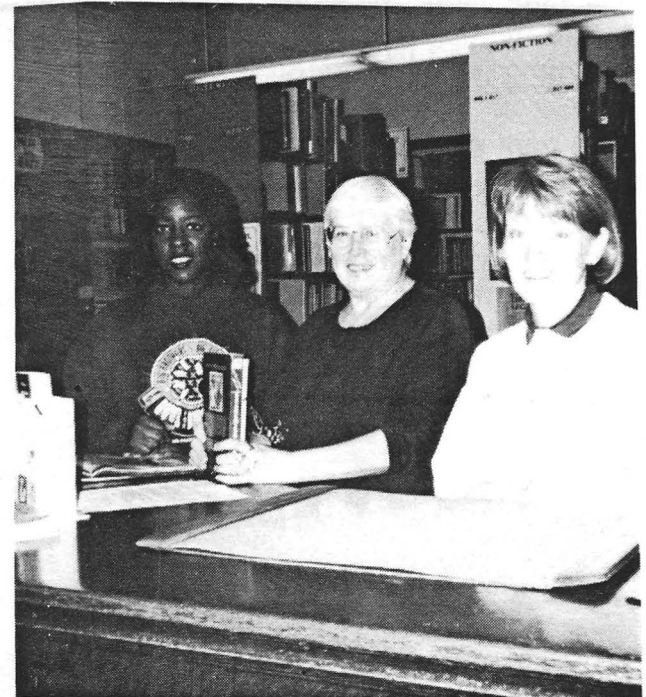
### **HITCH HIKERS** by Joe Kisicki

The office gets many requests for help from a lot of different sources, many of them very worthwhile. I hitch hiked to and from school, every day for my four years of high school, so I in no way think of this term in a derogatory way. I think of it more in the way that we have learned from the history of Route 66. That if we see someone in trouble or in need of some help, we do what we can, within our means. It is with this thought in mind that I pass along this information on the following hitch hikers.

**CHANDLER**, A Brick Booster Club has been formed to restore the brick pavement on several streets in town. They are looking for



**Geary Library, as it is today.**



**From the Left, Lee Elder Jenkins, Dianne Costin, and Debbie Elmenhorst**

thousands of vintage paving bricks to complete their restoration project.

The first phase is to repair a part of the Eighth and Iowa intersection. The original streets were brick paved in 1926. So far the club has cleaned and relaid about 4,000 bricks.

Anyone who is interested in providing bricks, or wants to join the effort, can call Vivian Sage at 405-258-1502.

**CLINTON**, The Friends of the Route 66 Museum in Clinton would like to remind you that it's never too late to become a supporter of Oklahoma's pride and joy. Memberships are very reasonable, \$15.00 for individual, \$25.00 for family memberships. This provides a one free admission and a newsletter to keep you up-dated on events. They have been a great help in getting the Museum up and running and need our help for continued growth and expansion. To join please contact:

**BLANCH ROSS, TREASURER**  
**P.O. BOX 99**  
**CLINTON, OK 73601**

**CLAREMORE**, The Will Rodgers Hotel a once famous landmark has fallen on hard times. Governors and many famous people have stayed in the elegant rooms and the hotel was the social center for many events in northeast Oklahoma. Supporters need to raise \$200,000 to reclaim this building. Possible uses for the building include low-rent apartments for senior citizens with a tourist center in the lobby. If you want to help on this project send donations to:

**SAVE THE HOTEL**

**P.O. BOX 774**

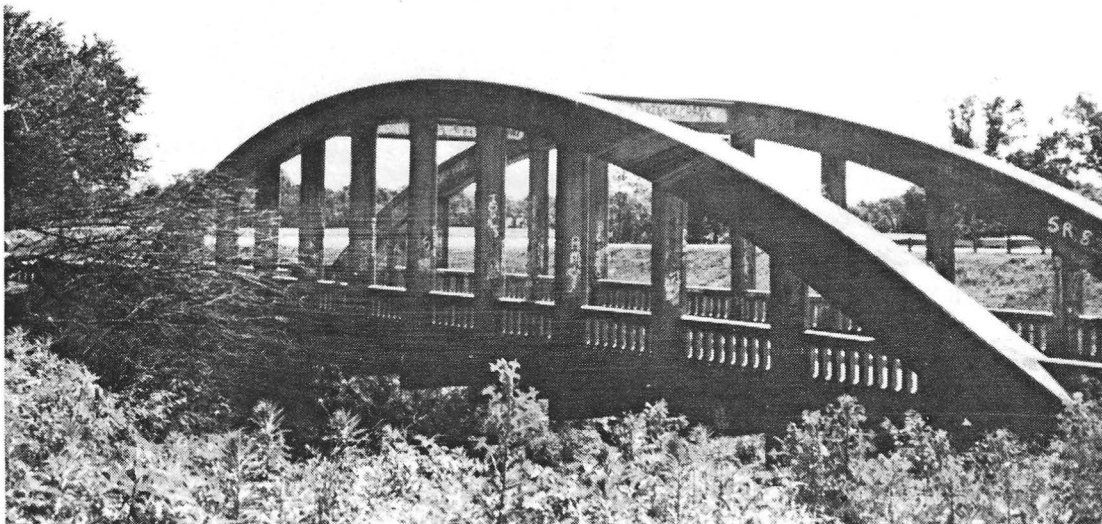
**CLAREMORE, OK 74018**

**RIVERTON, KANSAS**, The Kansas Historic Route 66 Association has made major strides in saving **RAINBOW BRIDGE**. They are now less than \$5,000 short of their goal of a complete refurbishment which includes a graffiti resistant sealer. They are asking for your help in preserving this Kansas landmark. If you would like to be a part of this effort, send your contributions to:

**THE KANSAS HISTORIC**  
**ROUTE 66 ASSOCIATION**

**P.O. BOX 169**

**RIVERTON, KANSAS 66770**



**The Rainbow Bridge  
in Kansas. It is  
worth the trip.**

## TALES FROM AN EARLY-DAY ROAD WARRIOR

by Kathy Anderson

When 93-year old Jewel Kennedy called Association President Joe Kisicki and said she wanted to join our group, she happened to mention that she had made a trip out to California in her younger days, crossing the Mojave Desert on a plank road. Sensing a "hot" newsletter story (sorry I couldn't resist!), Joe asked me to give Jewel a call.

When we finally got together, I discovered that Jewel is a compact bundle of energy who definitely does not look or act her age. She loves to go fishing, she drinks lots of water, and is a firm believer in exercise. Weather permitting, she walks every day. She also works out on her own rowing machine. Here I was at age 44 with a bum knee, a heel spur, and a bad back, listening to this 93-year old and feeling more decrepit by the minute. It was not a Hallmark Card moment.

The year was 1921 and Jewel is just 18 years old, head over heels in love with her handsome, half Cherokee oil field worker husband. They, along with her brother Robert, rather impulsively decide to head out to California in two Model T's. There was an oil boom in Long Beach and since work was slow in the oil fields near Henryetta where they lived, they figured their future lay in the Los Angeles area. "We were young and we thought of it as a grand adventure", says Jewel.

Of course, Route 66 as such didn't exist until 1926, but certainly some of the paved or dirt roads the trio followed in 1921 would later become incorporated into The Mother Road. Jewel doesn't remember the names of many of the towns they went through, but three do stand out in her mind- Yuma, AZ., El Centro, CA., and Indio, CA. (If you look at a map, you'll see that at some point in their journey they dropped way south of what would become 66 and entered California just north of the border with Mexico.)

Yuma and El Centro were memorable because they were the two major cities on

either side of the legendary Plank Road - a wooden strip of highway laid across the desert. Jewel's experience out there was so harrowing that she says, "You thought you had a hot brick setting on top of your head. I don't have any use for that desert. I'd have to think a long time before I'd tackle it again - even today."

It didn't help that their "impulse" caused them to make their California trip in high summer. Model T's were black, slow, noisy, and of course, not air conditioned. The Plank Road was extremely bumpy and only one lane wide. Sand and dust coated everyone and everything. There was only one service station along the road and Jewel remembers they charged an outrageous 10 cents for a glass of water. But that wasn't the only highway robbery they experienced. The other incident happened when her brother's car developed a flat out there in the desert.

"He and my husband were out there fixing this flat in all that heat and I was just standing around there. Then this elderly man and woman came by and stopped, supposedly to help. My brother was bent over the tire and all at once he raised up and started cursing at the old woman. I thought, 'My God, he's gone crazy!' All at once the couple ran to their car, jumped in and left. I said, 'Robert, what in the world is wrong?' He said, 'Didn't you see that woman? She had her hand in my pocket and was stealing my billfold!' I mean - an old woman. She didn't get it 'cause Robert caught her in time but now that stands out in my craw 'cause I didn't know anything like that went on back then. Nowadays of course, why, you might expect it."

The third town Jewel remembers is Indio, California, a community where dates were raised. Why was it so memorable? Gnats. "They were terrible! They'd come at you in swarms," she says. As they drew closer to Long Beach, she also remembers miles and miles of orange groves, fruit orchards, and strawberry fields. Oranges were so plentiful that a big bucketful only cost 10 cents. They were pretty broke by this time and ate so

many oranges that, to this day, Jewel won't eat them.

As it turned out, California was not their promised land. Jewel missed her mom terribly, and she certainly didn't relish her earthquake experience in their 5th floor apartment on Flower Street in downtown L.A. What really distressed her was the snobby attitude/prejudice she often encountered when people discovered they were from Oklahoma. Okies! I admit that this piece of information really caught me by surprise. I had thought the California distaste for Okies was in conjunction with the '30s, the Dust Bowl, and the Depression. I hadn't realized there was already a problem in the early '20s.

"We were in a department store in L.A. and while I was looking for a coat, my husband was talking to the clerk. He told her we were from Oklahoma and everything. I remember her speaking up and saying something like, 'I heard that people sit in the bottom of their cars - that sometimes when they drive to the house they sit in the bottom of the car before they get out of the car.'

Jewel still isn't sure exactly what the lady was talking about but she knew that the comment was meant in a derogatory way. "I looked around and said, 'Well, there's not very many of 'em hanging on trees by their tails!' Made me so mad. Of course, she didn't ask any more questions after that."

So the California adventure lasted about 6 weeks for Jewel. She came home by train. No way was she going back over that desert in a car! Her husband drove their car back to Oklahoma several weeks later. Her brother was the last to leave, selling his Model T to get the bus fare home.

Since then, Jewel has had a number of other interesting experiences. Like the time she and a girlfriend ran out of gas in the high country of Wyoming as a driving snow storm set in... or the time gypsies raided her mother's cafe... or - well, you get the picture. Early-day road warriors are obviously hardy stock. After everything Jewel has experienced, I'm afraid that participation in

one of our cruises (she still drives) might seem awfully tame. I suspect that deep down inside, anything wild or tame will be just fine with her - as long as there's no desert, Plank Road, or oranges.



**Jewel Kennedy in 1921**



**1996, Jewel is still shiny.**



## **THE WILL ROGERS HIGHWAY**

We think it is appropriate in this 70th Anniversary issue to share with all of you this foreward to an unidentified book that was provided to Kathy Anderson by the Will Rogers Memorial, while doing research for her video.

### **FOREWARD**

BY

IRVIN S. COBB

To name a noble highway for one who in his life traveled his country over, giving praise to all good things and poking kindly fun at all foolish things, is, I claim, an eminently fitting memorial especially a highway which, issuing forth from the greatest interior city in the world and probable the most typically American city in all America, swings in its curving course across more than half of the continent to end at the place by the western sea in which this man worked and played and spent those last fruitful, happy, useful years of his.

Appropriately it passes Lincoln's home-town. Appropriately it passes our friend's home-town, our friend who inherited so much of Lincoln's humanity and Lincoln's humility and Lincoln's grace of sweet but searching humor.

It runs past farm-lands and past forests and over mountains, range upon range of mountains. It spans two of the vastest rivers on earth. It traverses the land of the cowboy, and Bill was a cowboy, too; and the ancient domain of the Red Indian and the Rogers' had Indian blood in their veins. It parallels the track of the pioneer through the Prairie and through the desert and through the passes to the shores of the Pacific Ocean. It skirts or enetrates, some of creation's greatest scenic wonders and some of mankind's greatest performances. It brings you to spots where nature declares the glory of God and to communities where our people have wrested peace from the wilderness and builded comfort out of desolation.

To travel this road is to travel with the vanished yesterdays and with the gorgeous record of today and with the promise of still more fruitful tomorrows for our nation and for

its children and its children's children on into generations unnumbered. It is to ride the route of the gallant past and follow the path of future achievement. It is to start with the sunrise and to go with the circling sun into the sunset.

Best of all, every unreeling mile of this road will be to millions on millions of our race, a testimonial to the undying spirit of one who made the whole world laugh and made the whole world love him.

As one of that grateful, remembering horde, I salute the sanity of the idea and the perfection of the accomplished fact.

## **THE SHOE TREE**

BY

DAWN HERR

The "Mother Road", as any living historical landmark, vastly changes. Each passing season brings along another transformation; more often a long forgotten landmark vanishes after severe weathering or human interference. Inasmuch as spring is a guarantee of new life bringing with it promises through the aromatic smell after a gentle rain, the highway springs new life into the roots that made it so famous. Roots being the people that grew up on the Road; those thousands that drove, ate, slept, wept, and walked the Road.

Ken and LaVonne Plute have rooted this path with a new landmark. The Shoe Tree is now as important a relic as any we've seen. Their idea came to them while driving on vacation with family. Passing up a strange tree, LaVonne asked the driver to turn the car around to take a closer look. As they neared, all were exclaiming at once about the shoes hanging from its limbs. Hundreds of shoes were hanging from a huge tree. LaVonne thought it was one of the most beautiful and peculiar things she'd seen. At that moment, they knew that one would be erected on their land.

The couple commute to Oklahoma City everyday, but, loving the country, they live on their jungle of vast acreage located just a few miles east of Stroud on Route 66. They

actually have a driveway of the original road. At the intersection where old meets new they've transformed one of the small trees as the Route 66 Shoe Tree. A sign has been erected titled, "The Route 66 Shoe Tree." They have carefully chosen these first few types of shoes to show the variety available to all the different cultures representative to this area. One can find tennis shoes, rubber boots, cowboy boots, military shoes, etc. hanging from the small but sturdy limbs.

To the Plutes, the Shoe Tree has a special meaning of what the Route stands for, which is individuality and the freedom to travel through life as anyone you want to be. Their wish is to have people stop at the Shoe Tree to have a rest and possibly leave a pair of shoes hanging from its branches. Although small, the tree will grow with each passing season and within a few short years a new landmark will be created that won't soon be forgotten.

My suggestion is to stop at this tree. It's a definite picture opportunity. While you are there, sit under the tree to daydream a bit about the past, present, and future of this Road so that the roots that are about the tree might fill your body with the hope and imagination that have given so many traveling this trek new inspiration. Oh...and don't forget to leave your shoes!!

**Ken and LaVonne's shoe tree  
just east of Stroud, Ok.  
on good old Route 66. →**



*Heartland  
Motel*

*Roy & Cindy Hicks Welcome You!*

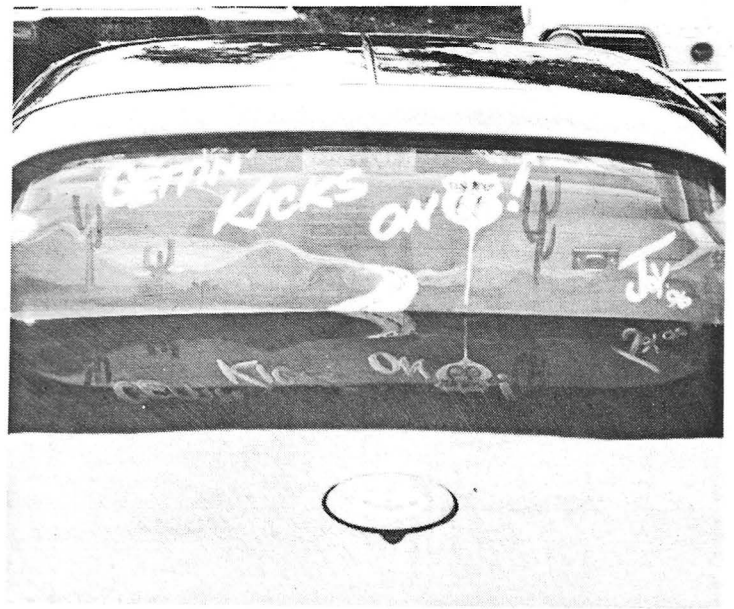
Highway 66 North  
Chelsea, OK 74016

(918) 789-3443

**HOT LAPS**  
**PHOTOGRAPHY & PHOTO CAPS™**

**Bob Schorfheide**  
1924 W. Pittsburg Ct.  
Broken Arrow, OK 74012  
(918) 258-4360

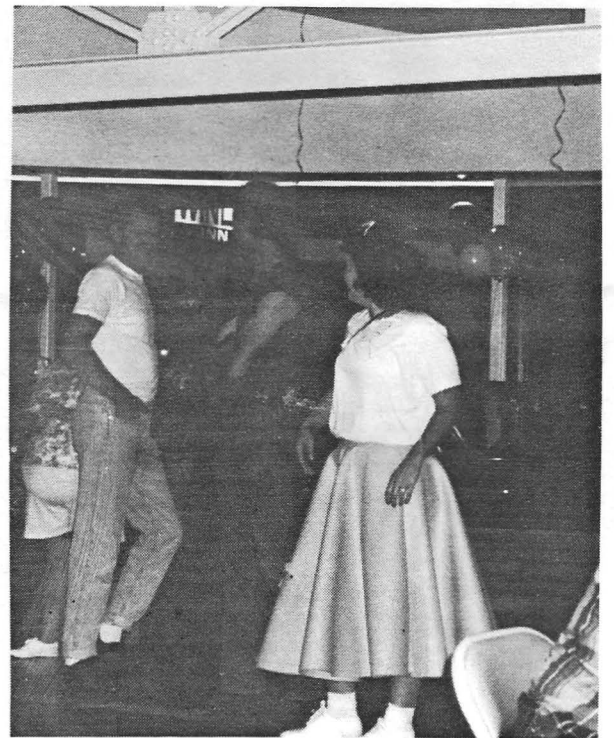
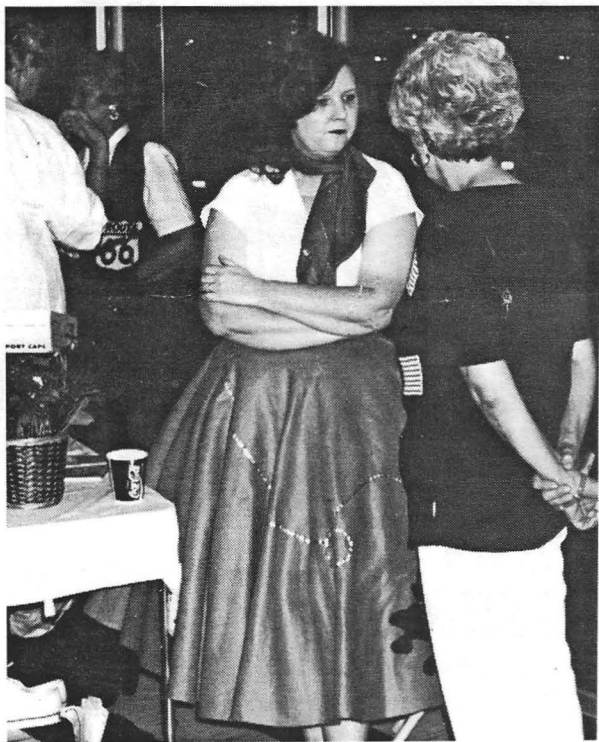
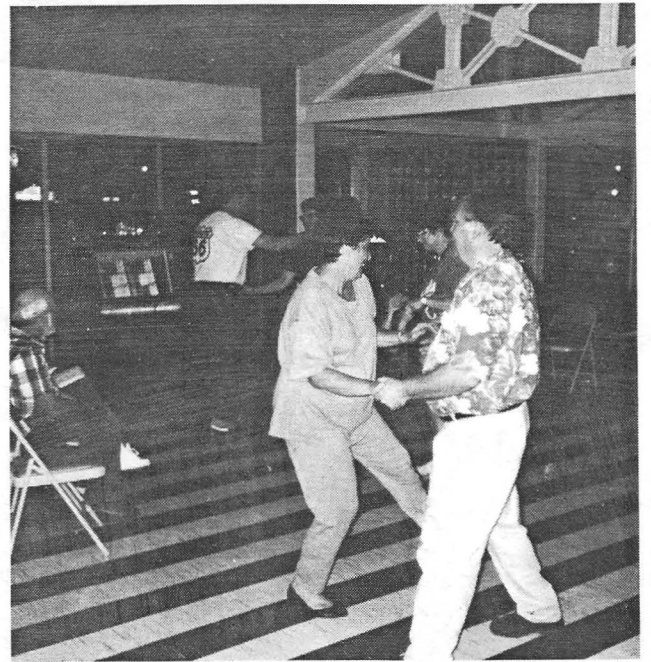
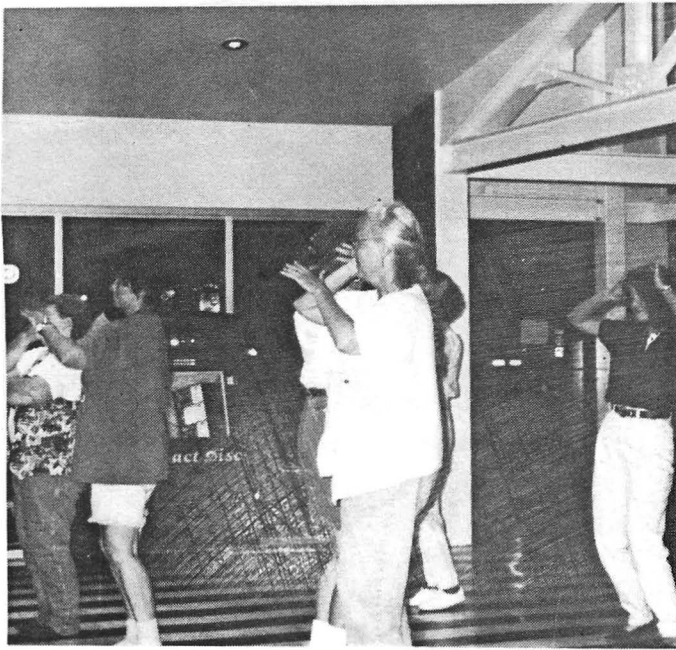




## YES, YOU CAN WIN A BEAUTIFUL ROUTE 66 POSTER

JUST IDENTIFY THE YEAR AND MAKE OF THESE VEHICLES, OR NAME THEIR OWNERS AND YOU WILL BE THE PROUD OWNER OF A ROUTE 66 POSTER. THEY WERE ALL ON THE WESTERN CRUISE, SO HOW HARD COULD IT BE. WRITE YOUR FOUR ANSWERS ON A POST CARD AND SEND IT TO:

OKLAHOMA ROUTE 66 ASSOCIATION  
P.O. BOX 21382  
OKLAHOMA CITY, OK 73156-1382



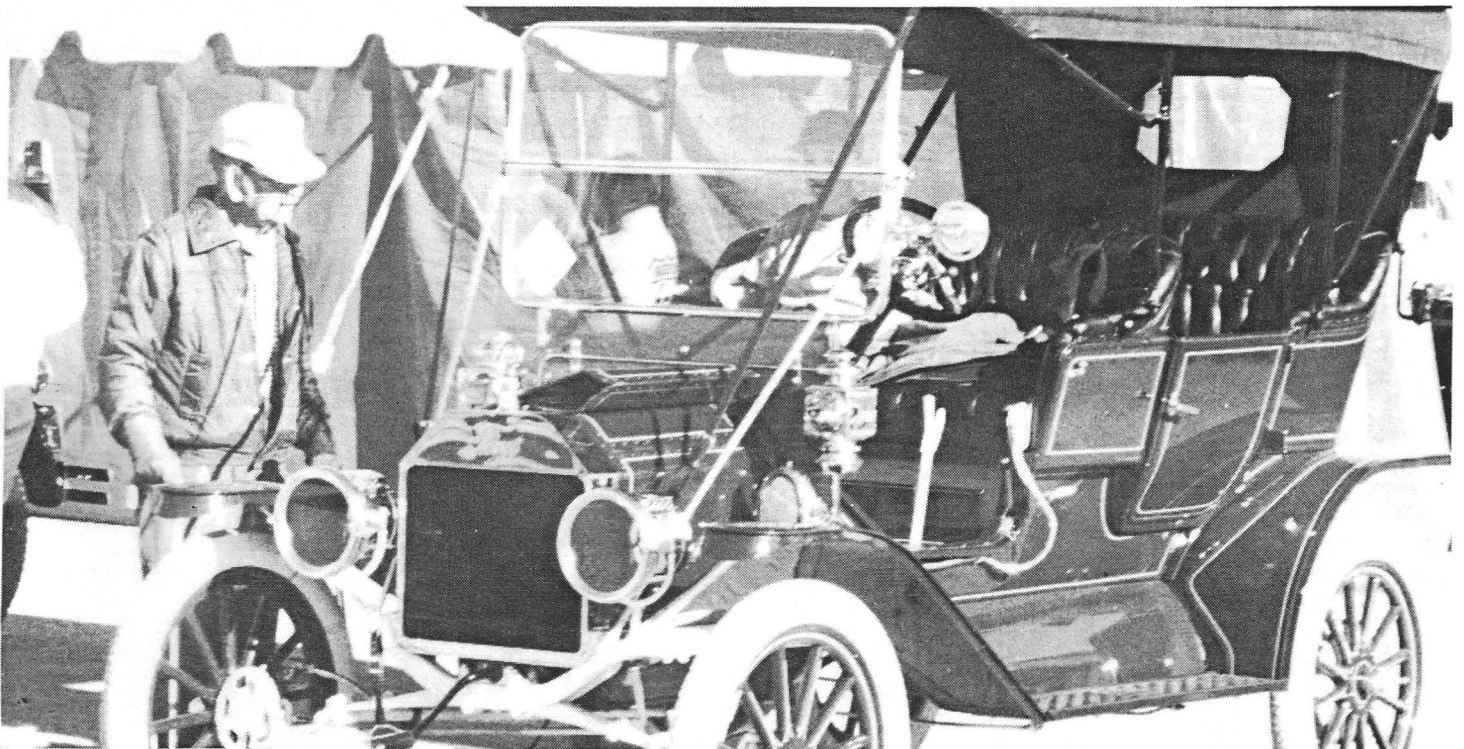
**At the Hop, on the Western Cruise. Where else could you find people doing the Macarina in "Poodle Skirts"**

**Western Cruise Group Photo}→**





Jackie Kreeger, Treasurer, doing a great job in the tent at Vega, TX



One of the great California Model T's that went through Vega on their way home.



**Vega, TX was a chance to meet all the great and near great of Route 66.  
More Pictures and stories in the next issue.**



**Some of those who made it to Vega and may be pictured above and below are:  
Michael and Suzanne Wallis, David and Mary Lou Knudson, Jim Ross, Dan  
Harlow, Darrell Ray, Jerry McClanahan, Robert Waldmire, Tom Teague, Bob  
Moore, Marion Clark, John Paget, Lucinda Lewis, David Sanger, Jeff and Laura  
Meyer, Ron Burden, Joe Kisicki, Dawn Herr, George Rook, Delbert Trew, Paul,  
Sandi and Jessi Taylor.**



## EUROPEAN CLAIMS SOLE RIGHTS TO ROUTE 66

by Kathy Anderson

If you haven't read the Summer Issue of the Route 66 Magazine, please make an effort to do so. In particular, pay attention to the article on page 46 entitled "Get your Bucks on Route 66." It focusses a much needed spotlight on the activities of Robert Groeneveld, a European who now owns, yes I said owns! the trademark rights to Route 66 (shield, name, the works) in many European countries. Anyone wishing to sell Route 66 items in Europe, even USA based firms, must pay steep royalties to Groeneveld. European tour operators have even been sued for promoting Route 66 Tours. Now he plans to expand his empire worldwide. He has even been here in the U.S., checking out possibilities. He likes to call himself "Mr. Route 66!" Jack Cutberth must be turning in his grave!! The threat this man poses to tourism and to the very spirit of Route 66 itself cannot be minimized or laughed off, as preposterous or remote as it may seem. I urge you to read the following excerpts from a letter written to the Route 66 Magazine by a concerned Route 66 fan in Britain, in response to their summer article.

Dear Mr. Taylor,  
... With clear signs of a modest, but

developing, British interest in Route 66 I felt the timing was right for a UK association; and a launch in November this year, to coincide with the 70th anniversary celebrations, was well on schedule. ...Quite how Mr. Groeneveld's pending registration in all countries of Europe might affect us in Britain is not yet clear, but for the moment, at least, I have been advised to put the project on hold while enquiries are made. From what the article says has happened with the Dutch Route 66 Association, the outlook does not appear overly promising for a UK Association.....

Kind regards,  
John Marshall

### Flash! This word just in:

John Marshall recently contacted Jim Ross to let him know that he consulted with a trademark attorney and has been reassured that British laws allow him to set up a Route 66 organization in Great Britain. Thanks to some riders attached to certain trademark categories. Further research has raised hope that Groeneveld may be vulnerable in several areas. Never the less be forewarned. The best way to deal with Groeneveld is to refuse to do business with him. To repeat a well known phrase. **"JUST SAY NO."**

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