



ON THE ROAD



Volume 16, No. 3

September 2004

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HELP PRESERVE A MOTHER ROAD ICON

The bad news: The building that housed the Meadow Gold sign at Lewis and 11th (Route 66) in Tulsa was torn down this summer. The good news: Before the building came down, the sign was removed and put into storage at Claude Neon Federal Sign in Tulsa. Preservationists hope to relocate the sign and restore it. The restoration, excluding installation of the sign in its new home, is expected to cost \$44,150.

During the sign's removal, Rick Schmigle, vice president of the Oklahoma Route 66 Association, removed the remaining glass tubing from the sign. A few pieces remain intact. The sections that are broken will be cut into short pieces, fire-polished for safety, and sold to raise funds for the sign's restoration. Some sections will be mounted on plaques for easy display, and a very limited number of the sections will be relit and used to illuminate shadowboxes featuring an image of the sign. Prices have not been set yet, but these rare, historic conversation pieces will be a bargain at any price. Save your pennies — you won't want to miss this opportunity to own one of these tangible links to Route 66 history when they become available!

You also can help with the restoration of this unique piece of history by sending donations to TFA/Save the Sign, c/o Tulsa Foundation for Architecture, 2210-R S. Main, Tulsa, OK 74114. Questions can be directed to Rick Schmigle at (918) 492-2822 or e-mail: route66@webzone.net.



Calendar of events

Fall Caravan Tour. 9 a.m. Oct. 23. Daylong cruise departing from the Graffiti Grill in Hydro and ending in Shamrock, Texas. Stops to include a program at the Canute Heritage Center and the Roger Miller Festival in Erick, among others. For more information, call the association at (405) 258-0008.

Return to Route 66: Photographs from the Mother Road. Through Oct. 9 at the Edmond Historical Society Museum. Exhibit featuring the work of Route 66 photographer and author Shellee Graham. Free admission. For more information, call (405) 340-0078 or visit www.edmondhistory.org.

Highway to the Past: The Legacy of Route 66 in Oklahoma. 7 p.m. Oct. 7 at Edmond Historical Society, 431 S. Boulevard, Edmond. Presentation by Dr. Michael Cassity and Preservation Oklahoma Endangered Historic Properties List.

Roger Miller Museum Opening. Oct. 23 in Erick. Festival celebrating the grand opening of the Roger Miller Museum in Miller's hometown. Craft and food vendor booths available for \$20 to \$30 each. For more information, contact the Erick Chamber of Commerce at (580) 526-3505 or First American Bank at (580) 526-3332.

Got information about upcoming events along Route 66 in Oklahoma? E-mail information to sundayjohn66@mac.com or snail-mail it to Emily Priddy, 4014 W. 42nd Place, Tulsa, OK 74107. The deadline for the next issue is Nov. 15.

Historic treasure

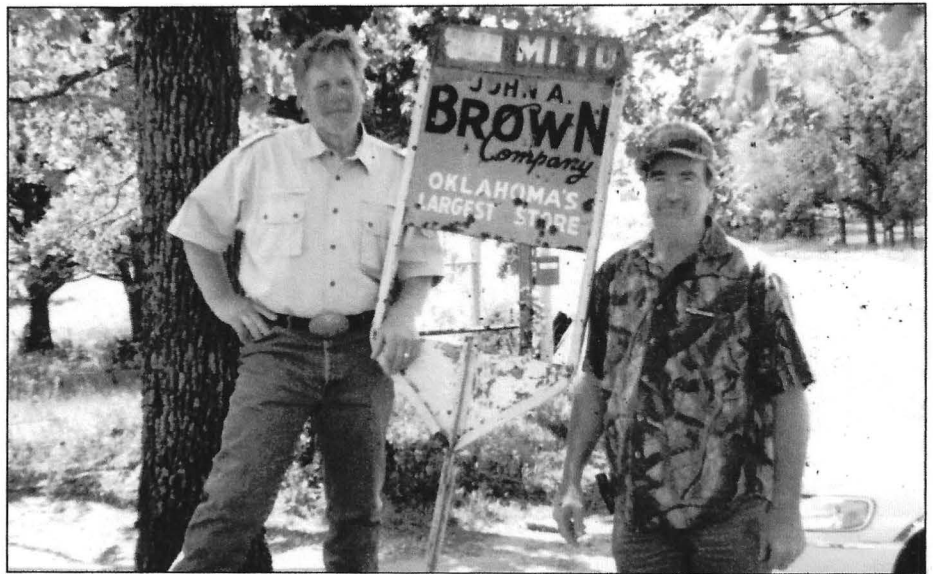


Photo courtesy Linda Fernau

Bill Fernau, left, and Authur Herrman show off a sign indicating the mileage to the John Brown Company. The sign is on Hwy. 18 north of Chandler and used to have a slate on the bottom for a community message board.

Harness the power of the press to raise awareness of Route 66

By Emily Priddy

EDITOR'S NOTE: This is the first in a series of articles about how to work with the press to focus positive attention on Route 66.

As a journalist, I see a lot of press releases. Most of them are passable, a few are exceptional, but a substantial number contain errors that range from mildly annoying to absolutely ridiculous.

The number-one error I see in most press releases is omission: Public-relations specialists leave out some important piece of information. EVERY press release you send out should include the five W's that are so basic to journalism: Who, what, when, where, and why.

1. Who: Who's the contact person? Every press release should include the name and number of someone who can answer questions about your group or event.

2. What: A brief summary of

what's going on. Notice the word "brief." You don't need every detail of a three-day festival; just pick the highlights and mention them.

3. When: The time and date of the event.

4. Where: The location of the event. And by location, I mean EXACTLY where it's happening. Include the exact address ... and directions, if necessary.

5. Why: The reason for the event. This shouldn't be flowery or elaborate. If it's a fund-raiser, say it's a fund-raiser. If it's a celebration of an anniversary, say it's a celebration of an anniversary.

If your press release includes these basic pieces of information, you'll increase the chances of getting media coverage.

Better coverage means better turnout for your event ... which can only be good for the road.

Next issue: Avoiding common mistakes in your press releases.

Andy Payne's widow, Vivian, dies at age 96

By Jim Ross

— Another milestone has come and gone along the continuum of Route 66 history.

August 6, 2004, saw the passing of Vivian Payne of Oklahoma City at age 96.

Widow of Bunion Derby winner Andy Payne, Vivian was born on Jan. 31, 1908, and later became a schoolteacher.

One of her former students, 20-year-old Andrew Hartley Payne of the Route 66 town of Foyil, made sports history in 1928 by winning the transcontinental footrace that became known as the "Bunion Derby."

Vivian and Andy were married on August 12, 1929, and lived in Oklahoma the remainder of their lives.

Andy (born the day

after statehood on Nov. 17, 1907) went on to become Clerk of the Supreme Court of Oklahoma.

He died at age 70 on Dec. 3, 1977.

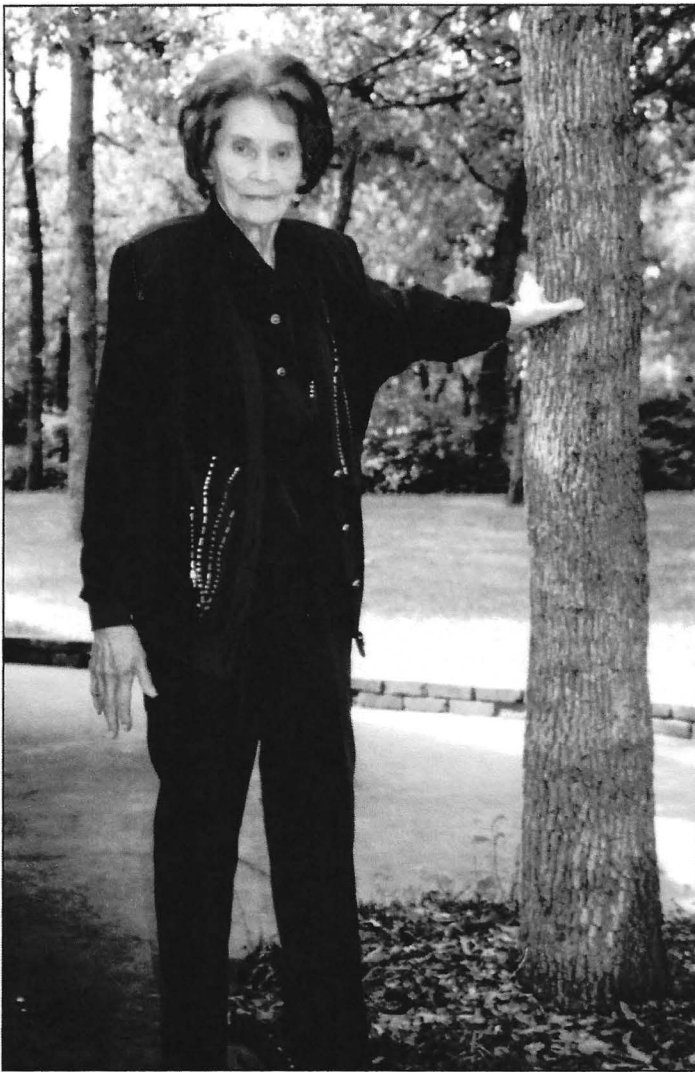
Vivian was known as a gracious lady whose door was always open.

Over the years she assisted hundreds of reporters, researchers, authors, and filmmakers in helping create a lasting historical tribute to her famous husband.

Vivian is survived by her daughter, Norma Roupe, who cared for her during her golden years, and a son, Jim Payne of Norman.

As an icon within the Route 66 family, she will be greatly missed by all who consider the road "home."

Rest in peace, sweet Vivian.



Courtesy Vivian Payne family

Vivian Payne died Aug. 6 at the age of 96.

Volunteers needed to help organize fall caravan

Schedules are being written up for the fall Western Oklahoma Caravan Tour on Sat., Oct. 23.

Volunteers and committee members are needed.

The tour will be an all-day cruise. Saturday morning from 9 a.m. to 9:40 a.m., Stan and Brenda Sweeney will host a coffee and rolls treat at the Graffiti Grill in Hydro.

The group will travel on Route 66 to Shamrock, Texas, to see the

Tower Station and U-Drop Inn at night with the neon lights on. There will be stops and activities along the way.

A short program and historic signs dedication is scheduled at Canute Heritage Center. This event is co-sponsored by the Route 66 Association and the Great Western Trail Historical Society.

Trail posts are being placed along the Great Western Cattle Trail to tell people about our rich

cowboy heritage. A post is being placed on Route 66, where the two historic pathways crossed.

Two signs will be placed at the site, one to honor the Western Trail and the other to honor one of the pioneers of the paving of Highway 66.

Another stop will be at the Roger Miller festival in Erick.

The whole town is looking forward to the grand opening of the Roger Miller Museum,

honoring the musician, songwriter and singer from Erick who eventually wrote and performed such classic songs as "King of the Road," "Chugalug, Chugalug," "Sing a Little Sunshine Song" and "England Swings."

Other stops and activities will remain a surprise for now.

Come on out and find out what awaits you on the Oklahoma Route 66 Traveling Caravan.

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Be sure to send us your change of address so we can keep you up to date on what's going on in the Oklahoma Route 66 Association!

Time to renew your membership?

Fill out the form on page 5 and send the form and a check for your membership dues to:

**Oklahoma Route 66 Association, P.O. Box 446,
Chandler, OK 74834**



A Letter from the Executive Director

By Linda Fernau

It's a great day here in Oklahoma. The weather is cool with a slight breeze, the land is green, and the sky is a deep blue with white, lazy clouds. What a blessing!

I would like to announce that our Oklahoma Route 66 Association has sponsored, along with USDA Natural Resources Conservation Service United States Department of Agriculture, an application for Oklahoma Route 66 to be designated as a Scenic Byway.

This application was written and presented in January 2002 by my husband William A. "Bill" Fernau and Kathy Anderson.

On Aug. 11, 2004, Bill and I attended the quarterly Oklahoma Scenic Byways Program Advisory Council Meeting in Norman. Bill did a marvelous job in his presentation of this application.

IT WAS NOMINATED AND APPROVED! We will be having a dedication party. The date and time will be announced.

Have you looked at our Web site? Look at www.oklahomaroute66.com. Drew Knowles has done an incredible job on this Web site for us. Thank you, Drew.

Note of interest: Steve Hoover with OU used information from our website to get more familiar with Oklahoma Route 66 for the Scenic Byway application.

The association is in need of a secretary and several county representatives. If you are interested in any of these positions, contact a board member or Marilyn at the association office. The association address is PO Box 446, Chandler, OK 74834, or e-mail okrt66@brightok.net.

My note of concern is that we are losing pieces of Oklahoma Route 66 each day. We must protect the road, buildings, signs, bridges and history along the route.

If you know of something happening to these items, let Emily Priddy, our preservation committee chairman, know.

Emily's e-mail is: sundayjohn66@mac.com.

We have big dreams for future activities through the association. Help us by becoming involved and joining one of the committees. We need your help and input. For more information, contact the office or e-mail me at lindafernau@sbcglobal.net. We welcome you.

Preservation Corner

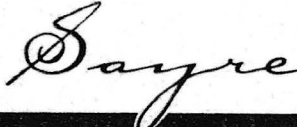
Ways you can help save a piece of history

Oklahoma

Donations are being sought to help with the restoration of the palm trees sign and building at the Oasis Drive-In at 1931 E. Highway 66 in El Reno. To help, mail your check to "Preservation El Reno Inc.," P.O. Box 592, El Reno, OK 73036. Mark your check "Palm tree sign."

Texas

The Texas Old Route 66 Association is seeking help with a letter-writing campaign to save the famous "RATTLESNAKES — EXIT NOW" sign east of McLain on U.S. 66/I-40. The Texas Department of Transportation is considering removal of the sign. Please send a letter in your own words explaining why you feel this historic landmark deserves to be saved. If you have a personal story or memory about the sign, include it in your letter. Letters should be addressed to Donna Novak, TexDOT. Mail your letters to: Delbert Trew, P.O. Box A, Alanreed, TX 79002. Del and association President Bob "Crocodile" Lile will hand-deliver the letters to TexDOT in the near future, so don't delay. Please help save this piece of history!



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To join the Association or renew an existing membership, please fill out this form, include your check or money order (in U.S. funds, on a U.S.-based bank), and mail to the address below. NOTE: A \$20 recovery fee will be charged for bad checks.

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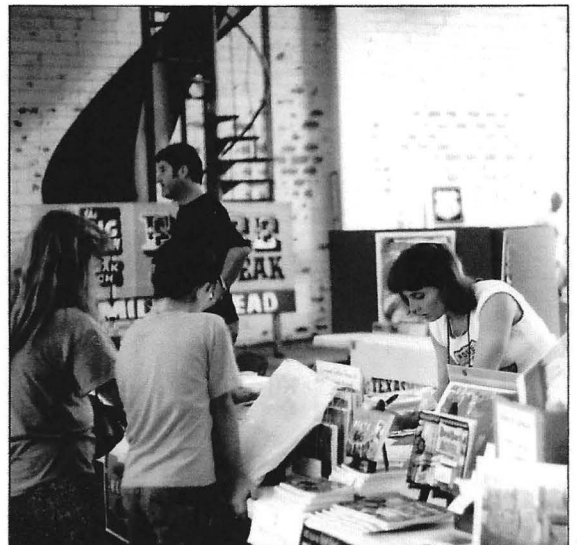
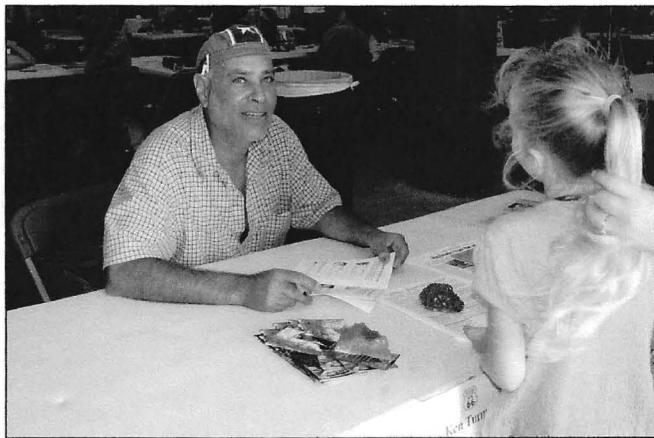
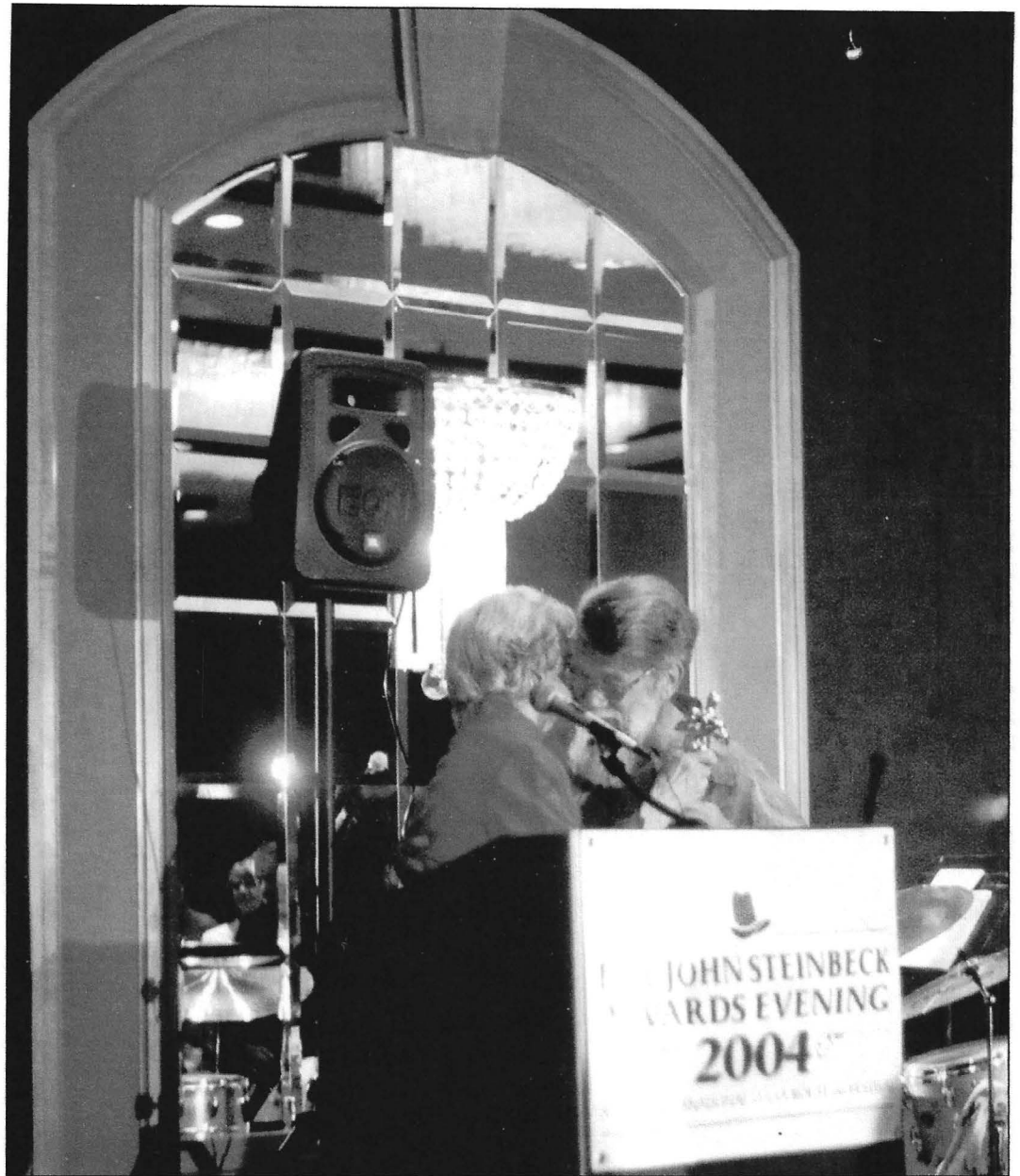
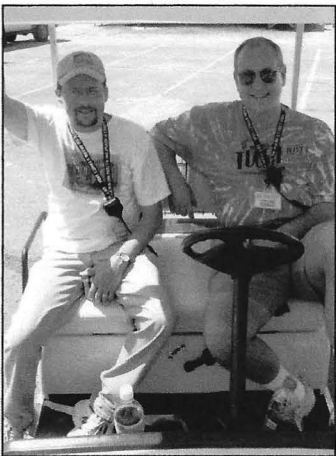
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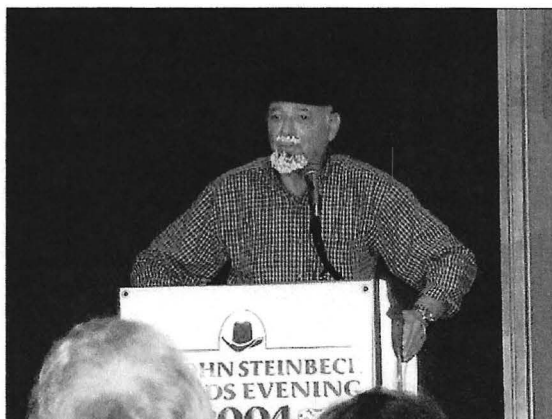
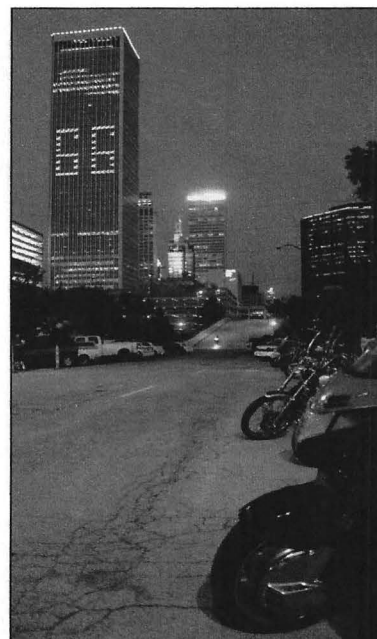
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Tulsa in the rearview mirror ...

Some flew in from as far away as Europe and Asia, while others just cruised across town. Judging from the expressions on their faces, all of the participants had a good time as they converged on Oklahoma's cultural capital June 10-13 for the Tulsa International Route 66 Festival. Clockwise from upper left: "Pawnee Bill" and his horse; Bob Waldmire and Mary Lou Knudson exchange a hug after Bob receives his Steinbeck Award; Ollie Schwallenstecker and Carolyn Hasenfratz learn to dance like Indians; Route 66 has its name in lights; "John Steinbeck" addresses the audience at dinner; Chuck Cissel performs "Get Your Kicks"; Shellee Graham signs autographs; Ken Turmel greets a young festivalgoer; Brad Nickson and Rick Schmigle patrol the festival grounds. For more images from the festival, visit www.tulsa66festival.com, www.roadtripmemories.com or www.mistyowl.com. Be sure and make plans to attend next year's festival, scheduled for September in San Bernardino.

Preservation grants awarded

By Michael Taylor

Roofs aren't glamorous, but they are what keep the weather out, and they are the first-line of defense in stabilizing and beginning the rebirth of many historic properties along Route 66. This year's projects funded by the National Park Service's Route 66 Corridor Preservation Program include a number of these "roofing" projects, along with a number of other important preservation efforts.

The Program distributes cost-share funds to eligible preservation and research projects through a competitive process. Over the first four years of the Program's existence, approximately 50 projects have been funded in the eight states through which Route 66 passes.

The Program received 28 eligible applications for funding in this year's grant cycle.

Three were received from Arizona, two from California, four from Illinois, two from Missouri, nine from New Mexico, seven from Oklahoma and one from Texas.

Thirteen projects have been selected to receive cost-share grants totaling approximately \$121,000 in 2004. They are:

- Soulsby Service Station in Mount Olive, Ill., has received funding to assist in finishing the restoration of this classic service station built, owned, and operated by the Soulsby family from 1926 until 1991. The Soulsby Station Society has been working with the current owner to undertake a first-class restoration of the station, which was listed on the National Register of Historic Places earlier this year.

- The Palms Grill in Atlanta, Ill., has been awarded cost-share funds to develop a Historic Structures Report in order to guide the restoration of this National Register building to its 1940s appearance as a popular eating establishment and bus stop.

- The classic Red Cedar Inn Restaurant, built in 1934 in Pacific, Mo., will receive funds to assist with the rehabilitation of the kitchen. The building was listed on the National Register of Historic Places last year.

- The early 1930s Owl Courts on the Route 66 Beltline in Oklahoma City will receive funds

to assist with the replacement of the roofs over the café and motel buildings. The owner intends to restore the motel rooms for heritage travelers on Route 66, and to house his extensive collection of Route 66 memorabilia, a postcard shop, and an office in the other structures on the property.

- The Old Trails Garage, built in 1915, had been used as a garage and dealership in Kingman, Ariz., up through the 1970s. Funds have been awarded to assist with re-roofing the building, which is within the Kingman Commercial National Register Historic District. The owner plans to restore the façade with the Old Trails Garage lettering on the wall, as well as repair and reinstall the old Packard neon sign currently in storage.

- The 6th Street Chevron Station, built in 1939 in Amarillo, Texas, has received cost-share funds to assist with roof repairs, wall repair, re-installation of neon lighting on the canopy eaves, and reinstallation of tin ceiling on the canopy.

- Del's Restaurant has been a thriving business in Tucumcari, N.M., since 1956, and will receive funding to assist with the restoration of its neon sign (you know, the one with the cow on top of it).

- The 1931 sandstone Lexington Hotel in Gallup, N.M., will receive cost-share funds to assist with electrical upgrade, window repair or replacement, and front-façade repair on this building that was saved from the wrecking ball and put back into service by its current owners.

- The 1953 Desert Sun Motel in Winslow, Ariz., will receive funding to assist with the replacement of the roof, which is part of a larger project in which the owner plans to restore the neon sign and repair or replace the windows to keep the motel in good operating condition.

- Phase III of the Route 66 Oral History Project, administered by the New Mexico Route 66 Association, will result in the publication of a Route 66 Oral History Guide; two more workshops; and a listing of extant oral histories, their condition, location and accessibility.

- Northern Arizona University will receive funding to assist

with the dramatic production of Route 66: A Celebration of America's Main Street, which provides an entertaining interpretive and educational venue for examining the highway's historic and cultural significance in American history.

- Funds have also been awarded to assist with a comprehensive survey of transportation-related properties along Route 66 alignments in California, including at least four alignments in the greater Los Angeles area. Information from the survey will be used to establish priorities for preservation

See **GRANTS**, p. 9

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Help us help the road!

We're looking for a few good roadies. The Oklahoma Route 66 Association is forming a preservation committee to restore historic properties and signs along 66 across the state.

We need volunteers and ideas. If you know of a property on any align-

ment of 66 in Oklahoma that could use a little help, or if you would like to help with upcoming preservation projects, contact committee chairman Emily Priddy at (918) 445-7495 or online at sundayjohn66@mac.com

No experience or special skills are needed.

GRANTS

Continued from page 8

efforts.

• And last but not least, funds have been awarded for a project to identify methods and protocols for preserving historic Route 66 roadbeds and the bridges, culverts, etc., that go with them. The project will include working with various transportation agencies to balance safety needs with the need to retain the historic character of the road alignments. Oklahoma will serve as the focus for this pilot project, because of the high number of road segments in Oklahoma that are listed on the National Register of Historic Places.

Please visit our Web site at www.cr.nps.gov/rt66 to learn more about the Route 66 Corridor Preservation Program and how you can help in furthering the preservation of Route 66's icons.

The Route 66 Corridor Preservation Program, administered by the National Park Service, out of Santa Fe, New Mexico, was established by an Act of Congress in 1999.

The program is intended to provide technical assistance; grants for preservation projects; interpretive planning; information; and other services.

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Full page	\$30

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Full page	\$60

Business members get one free business card ad upon joining, space permitting, so if you are a business member and have not yet submitted a card, please be sure to send us one!

Ad space varies from issue to issue.

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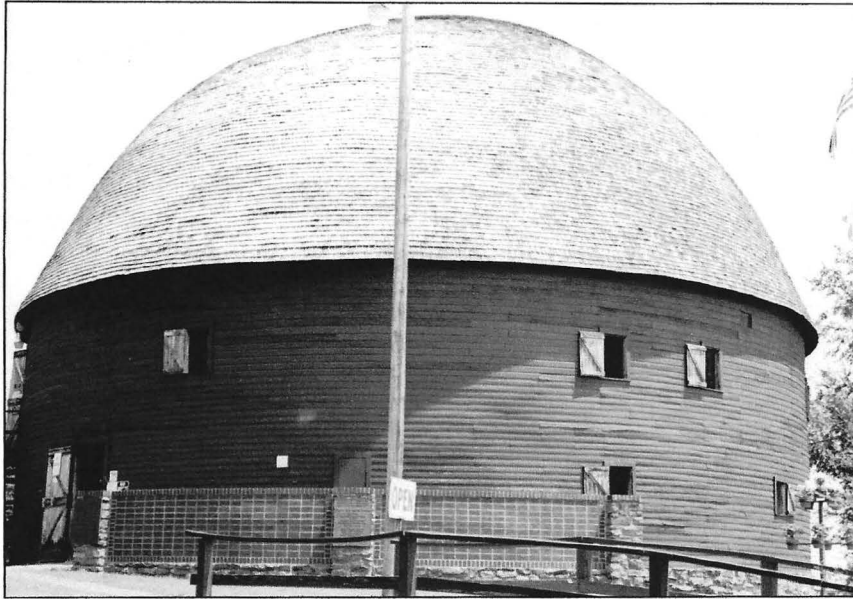
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