



3-15-1988

## Highway Promoter

Naomi Sigle

Follow this and additional works at: <https://dc.swosu.edu/westview>

---

### Recommended Citation

Sigle, Naomi (1988) "Highway Promoter," *Westview*: Vol. 7 : Iss. 3 , Article 6.  
Available at: <https://dc.swosu.edu/westview/vol7/iss3/6>

This Nonfiction is brought to you for free and open access by the Journals at SWOSU Digital Commons. It has been accepted for inclusion in Westview by an authorized administrator of SWOSU Digital Commons. For more information, please contact [phillip.fitzsimmons@swosu.edu](mailto:phillip.fitzsimmons@swosu.edu).



# Highway Promoter

By Naomi Sigle

Jack Cutberth was a promoter of a major highway. He made sure that people knew about Highway 66. In fact, he spent his life promoting the highway and making sure it went through smoothly.

Cutberth was born on May 16, 1903, near Butler, OK. After he went to high school, he completed barber training, and his wife, Gladys, went to business school. They were married in 1923.

Jack's first barber shop was in Stratford, Oklahoma (near Ada). The Cutberths moved back to Clinton in 1929 because the cotton crop failed and men had no money for haircuts.

In 1947, Jack got involved in the United States Highway 66 Association of Oklahoma, serving as Executive Secretary.

His new responsibilities included collecting dues, lobbying for his group, promoting tourist business, boosting the highway, and telling possible tourists about the scenic beauty of Highway 66.

He was very dedicated to having people know about the highway--to the extent of wearing out a new car every year promoting the highway and making sure that it went through the state.

Jack took care of the problems that arose putting the highway through the towns that wanted the road. He served 24 years as Executive Secretary. He earned the title "Mr. 66," and his wife was called "Mrs. 66."

Mr. Cutberth died on May 30, 1978, of a heart problem. The heart ailment hadn't slowed him down, however, for he was enthusiastic about his work. A week before he died, he went to Oklahoma City on Highway 66 business.

Jack Cutberth was truly one who realized the notoriety of Highway 66. For instance, a well-known song advises, "Get your kicks on Route 66." Also, a movie and a television series have even been based on the ever-popular highway.

Highway 66 runs from the East Coast to the West Coast, which indicates why it is so important to Oklahoma. The highway brings in many tourists from the east, and Jack Cutberth made sure that it all happened. If a town had trouble getting signs put up to inform tourists where to pick up the highway, Jack "checked it out." He made sure that everything that was supposed to happen did happen. Jack was a "people person." Whereas one man couldn't get something done, Jack talked with the persons involved in the problem and got everything back on course.

Jack Cutberth worked on things that didn't just "fizzle out." He knew that the highway would

play an important part in people's lives. He knew that Highway 66 wouldn't just die; it would keep on going.

The person who travels Highway 66 may go from Chicago to Los Angeles--from St. Louis to Oklahoma City, from Barstow to San Bernadino, from San Bernadino to Los Angeles. The way the highway stretches from east to west explains why early pioneers had a dream about Highway 66 and why Jack helped to carry on the dream.

Mr. Jack Cutberth worked for things that will always be important to us because they are so much a part of our daily lives. Although he died in 1978, his memories and dreams of the highway still live on. ■

*NAOMI SIGLE, 14-year-old daughter of Fred and Betty Sigle, likes reading and singing. She sang a solo at the district vocal music contest and prepared a Science Fair project on music and how it affects behavior.*



*JACK CUTBERTH, Clinton City Council member with Police Chief Jim Murphy and then Custer County Sheriff Garnett Simpson in 1937.*