

WHITE: Japanese, a few. Korean. Philippines. In this book, I think there's twenty-three different countries. Russia. India. Twenty years ago, it was mostly English and Australian, because that's when they were running the *Route 66* show, and the Aussies came in and bought all the 66 shirts that I had. I said, "What in the world are you going to do with 66 shirts?"

"Oh, really big show, really big show. BBC showing it," you know.

Now the Europeans want to belong to the Missouri Association along with their associations over there, so that they get information, and many of them will belong to two associations over there where they live. They'll come in and they say, "We had to stop. You're in the book." So the advertising that was done twenty years ago is still paying off, because advertising is the only way that you can make sure.

We've been on every TV channel, we've been on every newspaper. The AP sent that article all over the country. California. People would come in from California and say, "We saw it in our paper." People in Kansas come in, "We saw it in our paper," Kansas City, Columbia. I got letters with people with the clipping in it. They'd send it to us, "I saw this in the paper, thought maybe you'd like to have it," you know.

They had done the interview before Thanksgiving in November, and it didn't come out until February. So the editor at Springfield put a squelch on it because it was supposed to come out before Thanksgiving, and we thought, well, that'll help our Thanksgiving, Christmas sales. Didn't come out till February, so we didn't get near the benefit as a big rush, but it keeps—a lady came in Tuesday,