

Jack in the Box springs back

ROBERT EVATT | Tulsa World
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Broken Arrow to get first metro area location



After an absence of nearly three decades, fast-food chain Jack in the Box is returning to the Tulsa area.

The San Diego-based company recently purchased land near Kenosha Street and Aspen Avenue in Broken Arrow for \$610,000 with the intent to build a restaurant, said company spokesman Brian Luscomb.

"We're looking forward to serving up sirloin burgers and fruit smoothies in the first half of 2010," he said.

The chain is looking for other locations in the metro area, Luscomb said. The Broken Arrow real estate deal was the first to come through.

Luscomb said the chain once operated multiple stores in Tulsa but closed them all by 1982.

"In the 1970s, the company underwent a major expansion to penetrate the Eastern and Midwestern markets, but the company subsequently closed or sold those to concentrate our resources in the Western and Southwestern U.S., which at that time offered the greatest growth potential," he said.

The company, now in growth mode, is building stores in areas such as Albuquerque, N.M.; Joplin, Mo.; and Denver.

Jack in the Box opened three stores in southern Oklahoma — one each in Ada, Ardmore and Durant — earlier this decade.

The chain is perhaps best known for its fictional CEO and spokesman Jack, a clown-headed man in a business suit who was blown up in company advertisements in 1980 but returned in 1996 thanks to "the miracle of plastic surgery."