

MUSEUM BILLBOARD

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Celebrating American Roadside Advertising



Billboard Museum Acquires Ralph's Drug Store Sign

Yet another local historic sign has been rescued. Jim Gleason, Vice-President of the Billboard Museum Association, arranged for the sign's donation and removal.

More information in next month's newsletter!

Sign of the Month: Taft Stadium

One of the missions of the Billboard Museum is to keep local historic signs for all to enjoy. A donor who wishes to remain anonymous contacted Jim Gleason, Vice President of the Billboard Museum Association, regarding the Taft Stadium sign. He was interested in displaying the sign in a museum. After discussions with Gleason, the donor agreed to cover restoration costs. Volunteer restorers will help keep costs down.

Familiar to students, parents, and stock car racing fans, the Taft Stadium sign once greeted visitors to the athletic field and track in Oklahoma City. Located along the historic Route 66 alignment that ran along North May Avenue between NW 23rd and NW 39th, the stadium was completed in 1934 as a WPA project. The sign was saved from destruction years ago by Leon Wilson and has been sitting quietly in a field ever since until its recent purchase by the anonymous donor. The stadium is currently undergoing renovation and will be home to a North American Soccer League team.

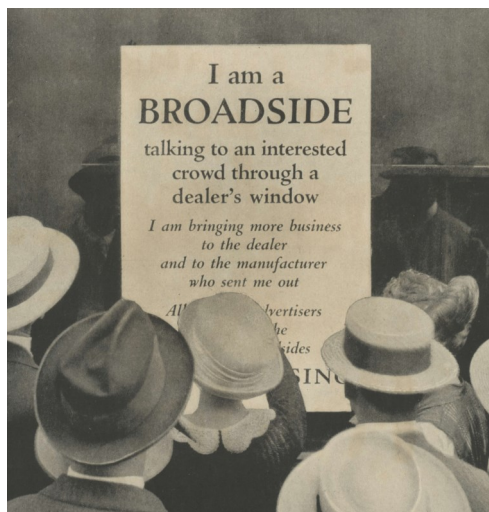
Stock car racing was held at the Stadium as early as the mid-1940s. To the donor and many of his friends in the local racing community, the sign has great sentimental and historic value. Anyone with information, photos, or memories of the sign is encouraged to contact the Museum at billboardmuseuminc@gmail.com.



Tri-State Sign Association Expo a success!

In August, Jim Gleason, Board Member and past president of Tri-State, along with muralist Bob Palmer journeyed to the association's Sign Expo in Joplin, Missouri and set up a booth for the Billboard Museum. Bob worked on-site on a painting that was raffled at the Saturday evening dinner. The winner was John Henrichs of Graphic Solutions Group. We welcome all of our new members who discovered the Museum at the Sign Expo!



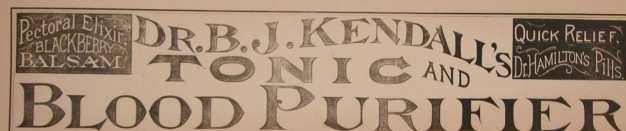


What Is a Broadside?

Broadsides were single sheets of paper about 16"x20". Typically, news was printed on one side so the sheet could be posted on a wall or board. Broadsides appeared in the New England colonies in the 1600s to spread news. Over time, image and photography were added for advertising. Broadsides are of interest to the Billboard Museum because they were clustered on handy surfaces found on approaches to towns. They were placed by bill posters and are forerunners of billboards. The Museum's goal is to recreate a small-town Main Street USA setting and as part of that exhibit, an early conglomeration of broadsides, handbills, and posters to evoke this era.

New Acquisitions

The Museum has acquired two Dr. Kendall broadsides from the 1880s for patent medicines and an advertising poster, issued at the time of the 1939 World's Fair. The poster incorporates the streamline/art deco style, popular at that time.



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Membership Levels:

Junior Poster (Student) \$25

30-Sheet (Individual) \$50

Streamline (Family) \$100

Lizzie (Sustaining) \$500

Spectaculars (Corporate) \$1000

Become a member and help the Museum become a reality! Your contributions enable this currently all-volunteer organization to grow. Thank you!



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billboardmuseum.org

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