

MUSEUM

BILLBOARD

Celebrating American Roadside Advertising

Volume 1, No. 1

“Oh give me land, lots of land. . .” As the old song, *Don’t Fence Me In*, goes, we continue to look for a physical home. Our first choice is Bethany, Oklahoma and we are working with city officials for a site. Our second choice is between Bethany and Yukon. Our third choice is an old alignment of Route 66 in the metro area.

We want to locate along Route 66. This sweet, old road is now a national and international destination. Every time our Board of Directors meets, we hear of a group who travelled the road from places like Australia, Japan, Spain or Germany. How wonderful to add to their experience by exhibiting the colorful signs that were common on pre-interstate highways. Frequently changing billboards and exhibits will also entice locals and their out of town visitors!



Unveiling of the new Billboard Museum Association logo at the March 1, 2014 press event .

Moving forward The Billboard Museum has applied for a profile with GiveSmartOKC. This clearing-house for non-profits is the go-to, online spot for philanthropic organization’s funding projects. We are currently raising funds for a business plan that can be used to fundraise with major donors. Along with the business plan, a design for the building site is being discussed by board members Jim Gleason, Bob Palmer and Funnel design firm. They have met to talk about designs for the driving loop and exhibit hall.

The Taft Stadium Sign was acquired through a recent donation. It sat for a number of years on a broken down trailer in a field. A volunteer from Superior Neon Signs repaired the rotten tires and it was finally transported to our new storage facility. All in a day’s work for a museum volunteer! A big “Thank You” goes to the Clean Uniform Company for allowing us to store our collection in their donated warehouse space. Jim Gleason and volunteers have put in long hours to get everything in order. When the dust settles, we can start inviting our Billboard Museum members and friends to view it.



A Doctor's Buggy is our most recent donation. As late as the early 1900s doctors traveled by buggy between farms and small towns, tending their patients. Our exhibits will portray the history of outdoor advertising from its earliest beginnings in the 19th century through the late 20th and this would make a great display item.



Volunteers Shaun Steen and Cameron Gleason prepare the buggy for transport to the Clean Uniform Company warehouse.

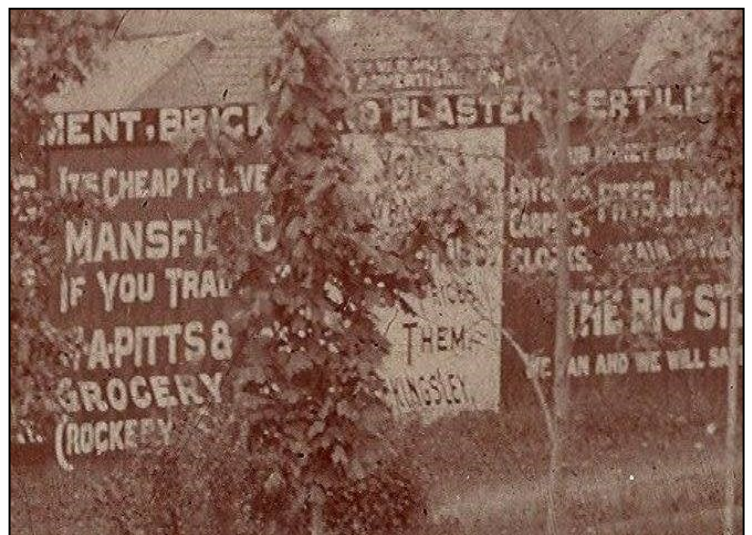
Note the flowery writing, "We Trade for Anything." While doctors in rural areas were sometimes paid in chickens, eggs, and other goods, we don't know when this slogan was painted. It seems an unlikely slogan for a doctor but perhaps a later owner used it for portable advertising. In any event, the mystery of this buggy's history will be fun to unravel!



History Tidbit If you took a stroll down West Wellsboro Street in Mansfield, Pennsylvania in 1896, these are signs you would see. During outdoor advertising's infancy, whoever posted their bill first was the winner.

Competition for space was fierce. There were no guarantees that another bill poster might not come along and slap his ad over yours. Fights sometimes broke out when two bill posters vied for the same spot. For local history buffs it is one way, unintended by the bill posters, to research business history.

Reproduced with permission from The History Center on Main Street, Mansfield, PA.



We welcome any volunteers and new members to the museum. Work that is done for the Billboard Museum — its logo design, storage, service by the Board, and so much more — has all been done by volunteers. We recently welcomed a new volunteer, Christyn Byler, who is helping with special events and administrative work. What a wonderful gift that so many talented people have given! Thank you! Volunteer areas of expertise needed immediately are legal, commercial real estate, accounting, business plan writing, and many others. If you would like to contribute in any way, e-mail us at billboardmuseuminc@gmail.com

Also, tell a friend! They can still become a Billboard Museum charter member at the following levels:

Junior Poster (Student) \$25.00, 30-Sheet (Individual) \$50.00, Streamline (Family) \$100.00, Lizzie (Sustaining) \$500.00, and Spectaculars (Corporate) \$1,000.00

Board of Directors:

Kathy Anderson - President

Jim Gleason - Vice-President

Monica Knudsen - Secretary/Treasurer

Bill Condon - OAAA (Outdoor Advertising Association of America) liaison and general manager of Lamar Advertising's OKC office

Dr. Bob Palmer - Education Liaison, Photography Professor and Muralist

Justin Booher - Volunteer Coordinator and owner of Vital Advertising

Dr. Arlita Harris - Bethany Improvement Foundation and Advisory Board Member

Coming Up Three of the board members will travel to Joplin, Missouri in August for the Tri-State Sign Expo and represent the Billboard Museum in the vendor area. Bob Palmer has donated a painting to be raffled at the Expo dinner. All travel is at our own expense.



Volume 1, No. 1 is our first Billboard Museum newsletter!

Vote on some of these possible newsletter titles or submit your own title ideas:

The Poster, The Bill Poster, Keeping You Posted, Post This Bill!, Billboard Museum Postings

Submit your entry to: billboardmuseuminc@gmail.com



Find us online

billboardmuseum.org

or on

Facebook: [Billboard Museum](https://www.facebook.com/BillboardMuseum)





Charter Membership Application

We are a 501(c)(3) not-for-profit organization, formed in January 2013.

The Billboard Museum is moving from idea to reality, but we need your help to make it happen. Our goal is to create a fun, educational, and immersive experience that captures the imagination by exploring the unique art and rich outdoor advertising heritage of America dating from the late 1800s. Working with billboard and sign companies, and private collectors, the museum will collect, preserve, interpret, exhibit, educate and instill appreciation for the art of roadside advertising.

The Vision

Through a program of acquisitions, loans, donations, reproductions from digital and photographic archives, and traveling exhibitions, the museum will have both permanent and temporary exhibits that chronicle various aspects of American popular culture through the years. The museum will appeal to a diverse age group, from schoolchildren to senior citizens, and entertain the casual observer through its exhibits. Educational hands-on workshops will include creating billboard art using older techniques, the art of wall painting, and neon demonstrations.

The Exhibits

The Museum will consist of two areas — an outdoor driving loop with vintage billboards and signs and an indoor museum with a variety of displays ranging from the history of billboards and the scenic vs. sign-ic debates to how billboards have been depicted in popular media and telling the stories of the artists who painted them by hand. We also plan to recreate a fictitious Route 66 Main Street community at dusk, complete with billboards, signs, and building fronts.

In summation, the Billboard Museum will generate the kind of nostalgic excitement associated with summer road trips, family vacations, freedom of expression in advertising, and the way America views itself.

Charter Memberships

Charter memberships are available with terms taken from the billboard industry: Junior Poster, 30-Sheet, Streamline, Lizzie, and Spectaculars. As a charter member, you will receive the minutes from each scheduled meeting, invitations to special events and notifications of future meetings, newsletters as they are published, a membership card. Your membership is also tax deductible. Please fill out the form below and mail to PO Box 446, Bethany, OK 73008-0446. Your receipt will be sent via email or regular mail — please indicate your preference on the form below.

We are at the beginning of an exciting journey. We appreciate your willingness to support us in these early stages of this massive museum undertaking.

BILLBOARD MUSEUM ASSOCIATION CHARTER MEMBERSHIP FORM

Annual Membership Levels:

<input type="checkbox"/>	Junior Poster (Student)	25.00
<input type="checkbox"/>	30-Sheet (Individual)	50.00
<input type="checkbox"/>	Streamline (Family)	100.00
<input type="checkbox"/>	Lizzie (Sustaining)	500.00
<input type="checkbox"/>	Spectaculars (Corporate)	1000.00

Make checks payable to:
BillBoard Museum Association
Mail to: PO Box 446, Bethany OK 73008-0446

Name: _____
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