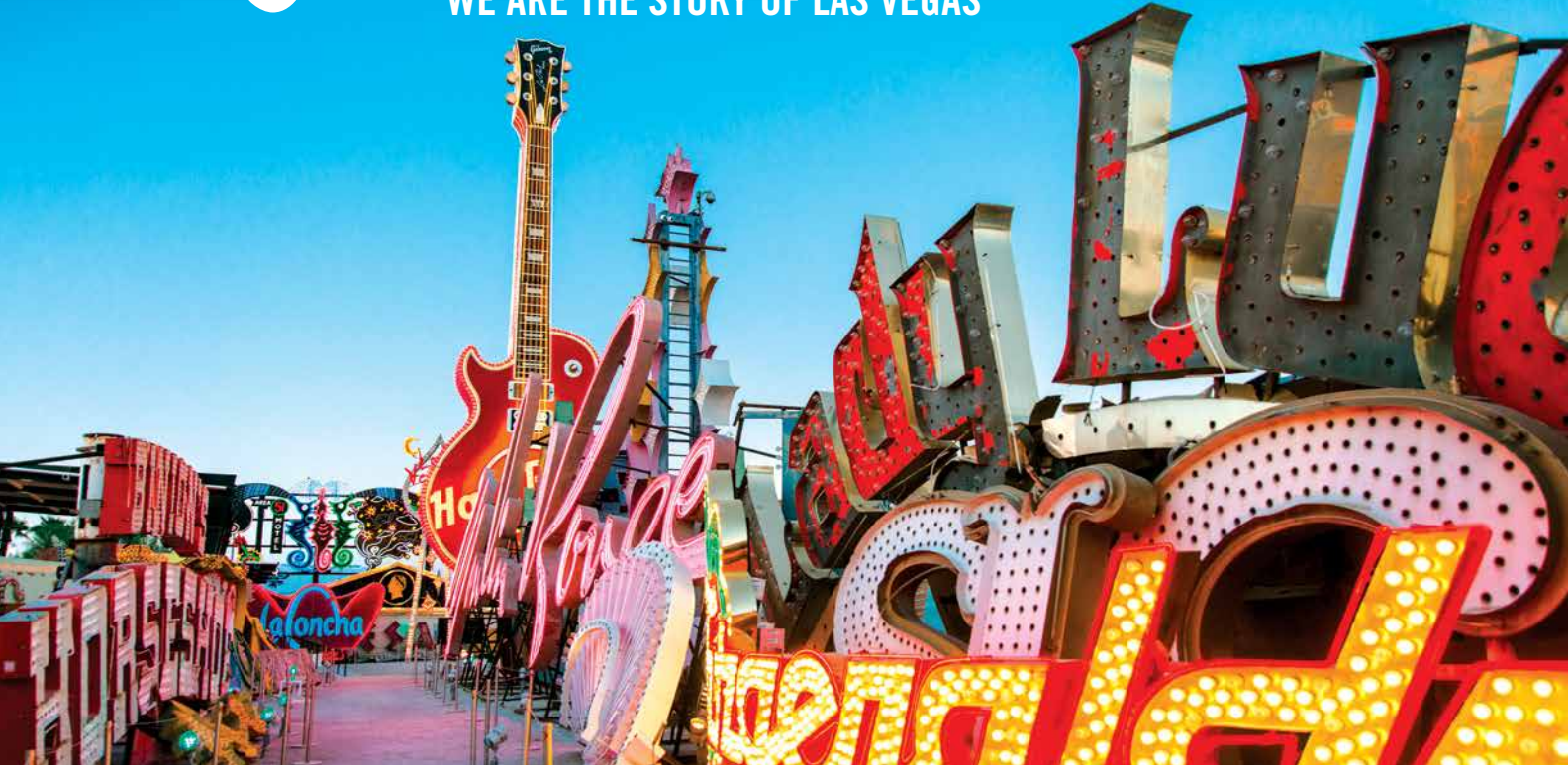


Vegas ILLUMINATED

WE ARE THE STORY OF LAS VEGAS



KEEP US IN THE *Spotlight!*

Founded in 1996, The Neon Museum is a 501(c)3 nonprofit organization dedicated to collecting, preserving, studying and exhibiting iconic Las Vegas signs for educational, historic, arts and cultural enrichment. The Neon Museum collection chronicles changes and trends in sign design and technology through pieces ranging from the 1930s to the present day. Each piece offers a unique story about the personalities who created it, what inspired it, where and when it was made, and the role it played in Las Vegas' distinctive history.

In addition to an approximately two-acre Neon Museum campus, which includes two outdoor exhibition spaces known as the Neon Boneyard and North Gallery, the Museum also encompasses a visitors' center housed inside the former La Concha Motel lobby. Fifteen restored signs from the Museum are also installed as public art as part of the Las Vegas Scenic Byway Project.

2



LA CONCHA MOTEL

Translating to “the shell” in Spanish, the La Concha Motel was owned by the Doumani family from 1961 to the property's closure in 2004. The lobby, now The Neon Museum Visitors Center, was designed by famed architect Paul Revere Williams.

3



“H-WALL”

FROM BINION’S HORSESHOE

According to YESCO (Young Electric Sign Company) figures from 1961, the overall signage at Binion’s Horseshoe – which the “H-Wall” was a part of - featured over eight miles of neon tubing and about 30,000 bulbs.



CASINO



MOULIN ROUGE

Originally open from May to October 1955, the Moulin Rouge was the first racially integrated casino in Las Vegas history. The Moulin Rouge signage was designed by Betty Willis, designer of the Welcome to Fabulous Las Vegas signage.

FITZGERALDS HOTEL AND CASINO

Originally opening as the Sundance Hotel in 1980, the property reopened as the Fitzgeralds Hotel and Casino in 1987. Today, it is the site of the D Las Vegas, named for owner Derek Stevens and his hometown of Detroit, Michigan.



6

PLAZA HOTEL & CASINO

Prolific sign designer Charles Barnard designed the Plaza signage in 1983, utilizing striking red neon tubing and chased lightbulbs, illuminated in a flashing pattern. Prior to the construction of The Plaza, a Spanish-style depot constructed in 1906 acted as the first train station in Las Vegas on the site.



7



YUCCA MOTEL

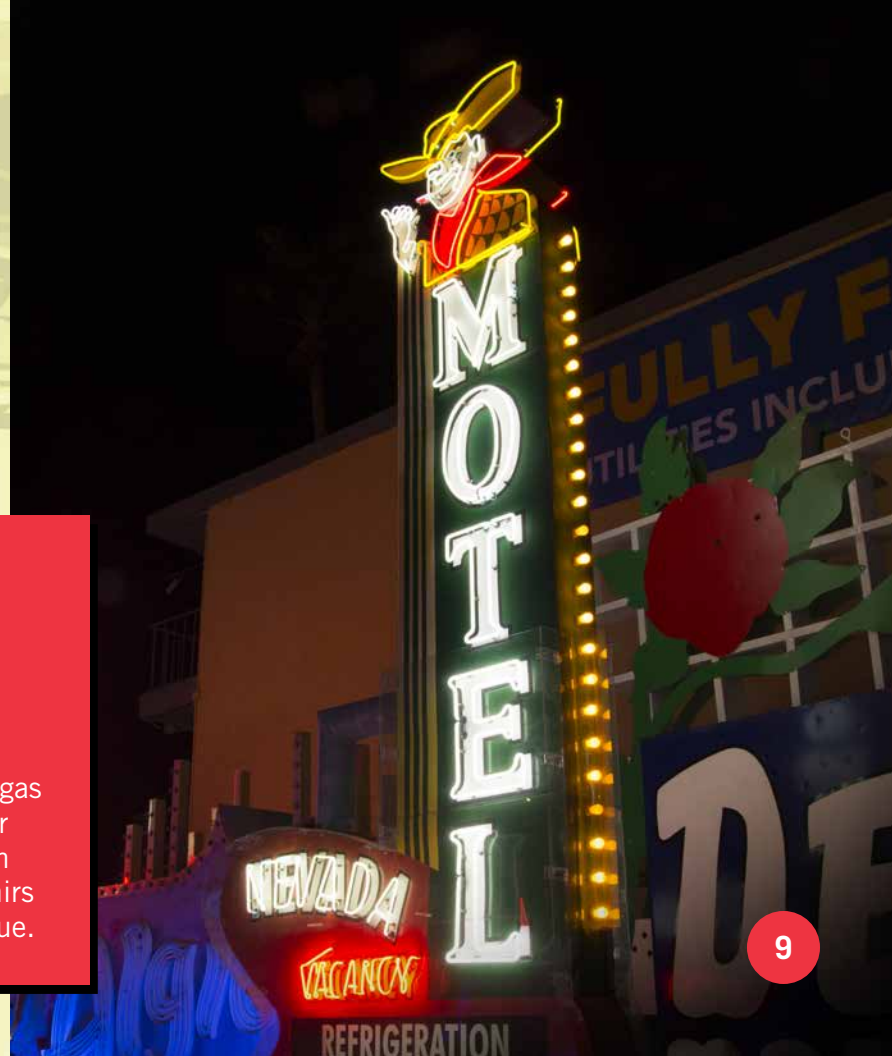
Located just north of The STRAT (formerly the Stratosphere), the Yucca Motel signage was donated to the Neon Museum in 2010, by owners Bhagu and Manjula Patel. It was restored by Hartlauer Signs in 2017.

8

NEVADA MOTEL

The Nevada Motel signage, from c. 1950, features a familiar face in the form of Las Vegas icon, “Vegas Vic.” Conceived by the Chamber of Commerce in 1945, “Vic” has appeared in print, on billboards, and on countless souvenirs seeking to convey Las Vegas’ western mystique.

9



CHIEF HOTEL COURT

The Chief Hotel Court signage is The Neon Museum's oldest operational signage, from c. 1940. The imagery on display is yet another example of the romanticized concepts surrounding Native Americans, common in properties trying to convey "Old West" themes.



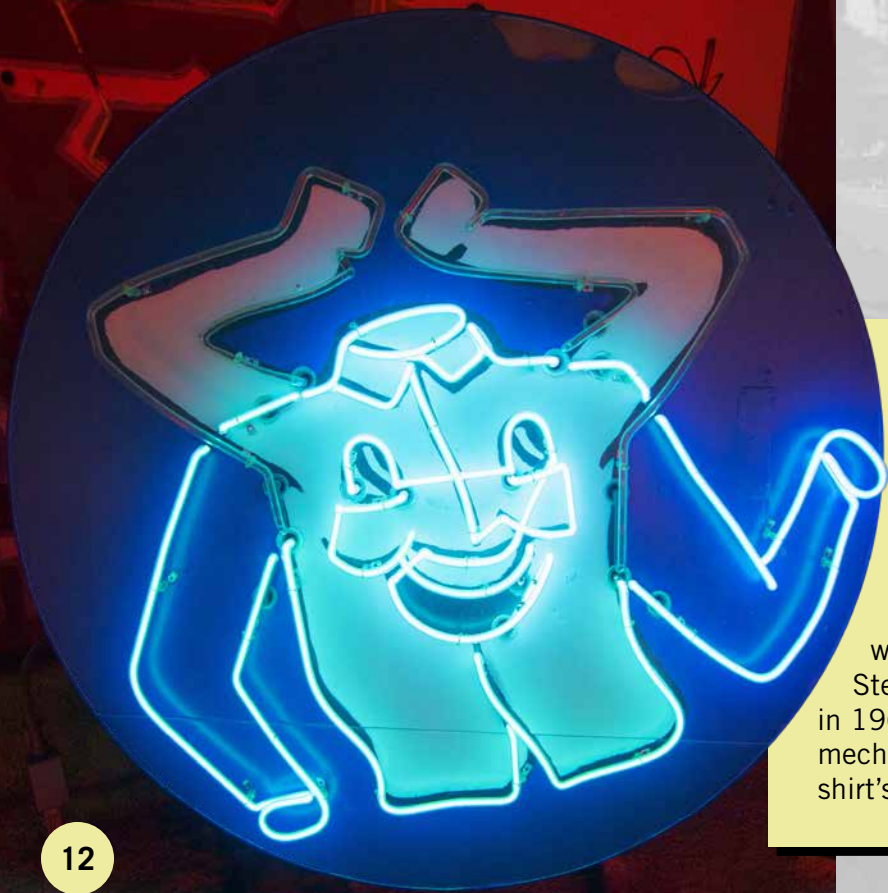
10

PALMS CASINO RESORT

Since opening in 2001, the ownership of the Palms Casino Resort has changed hands numerous times. Originally owned by the Maloof family, the property was acquired by Red Rock Resorts, Inc. in 2016, and most recently was acquired by the San Manuel Band of Mission Indians in 2021. The Palms signage originally comes from an early 2000s billboard advertisement, located about two blocks east of the property.



11




“HAPPY SHIRT” FROM STEINER CLEANERS

The “Happy Shirt” from Steiner Cleaners was designed by original owner Herman Steiner’s daughter and fabricated by YESCO in 1962. This animated sign utilizes a flasher, mechanically sequencing the movement of the shirt’s arms, achieving the illusion of movement.

MARGARITA BABY PIZZA KITCHEN & BAR

Margarita Baby Pizza Kitchen & Bar was a short-lived restaurant located near the Wynn Las Vegas. Their signage depicts a souvenir yard glass, animated to appear as though it is being filled up.





RED BARN

The Red Barn was among Las Vegas' first openly LGBTQ+ friendly bars in the 1970s, after having spent a majority of the 1960s secretly serving LGBTQ+ clientele during the “pink hours” of the evening. The Red Barn independently published “The RB Bag,” one of the city’s first LGBTQ+ publications.



ANDERSON DAIRY

YESCO designer Herman Boernge designed the “Andy Anderson” signage for Anderson Dairy in the 1950s, after an extensive relocation of the business. Anderson Dairy was established in 1907 and is still operational today.

TREASURE ISLAND

Indicative of Las Vegas' family-friendly era, the fiberglass pirate skull from the Treasure Island (now known as the T.I.) would have originally been located atop a two-sided roadside pylon from 1993 to 2003, inviting families to enjoy their kid-friendly theme and entertainment.

16



WEDDING INFORMATION

FROM THE ALI BABA WEDDING CENTER & MOTEL

Located on the south end of Las Vegas Boulevard, near Harry Reid International Airport (formerly McCarran International Airport), this signage from the Ali Baba Wedding Center & Motel advertises one of Las Vegas' primary tourist attractions, Nevada's lenient marriage laws.

WEDDING
INFORMATION

17



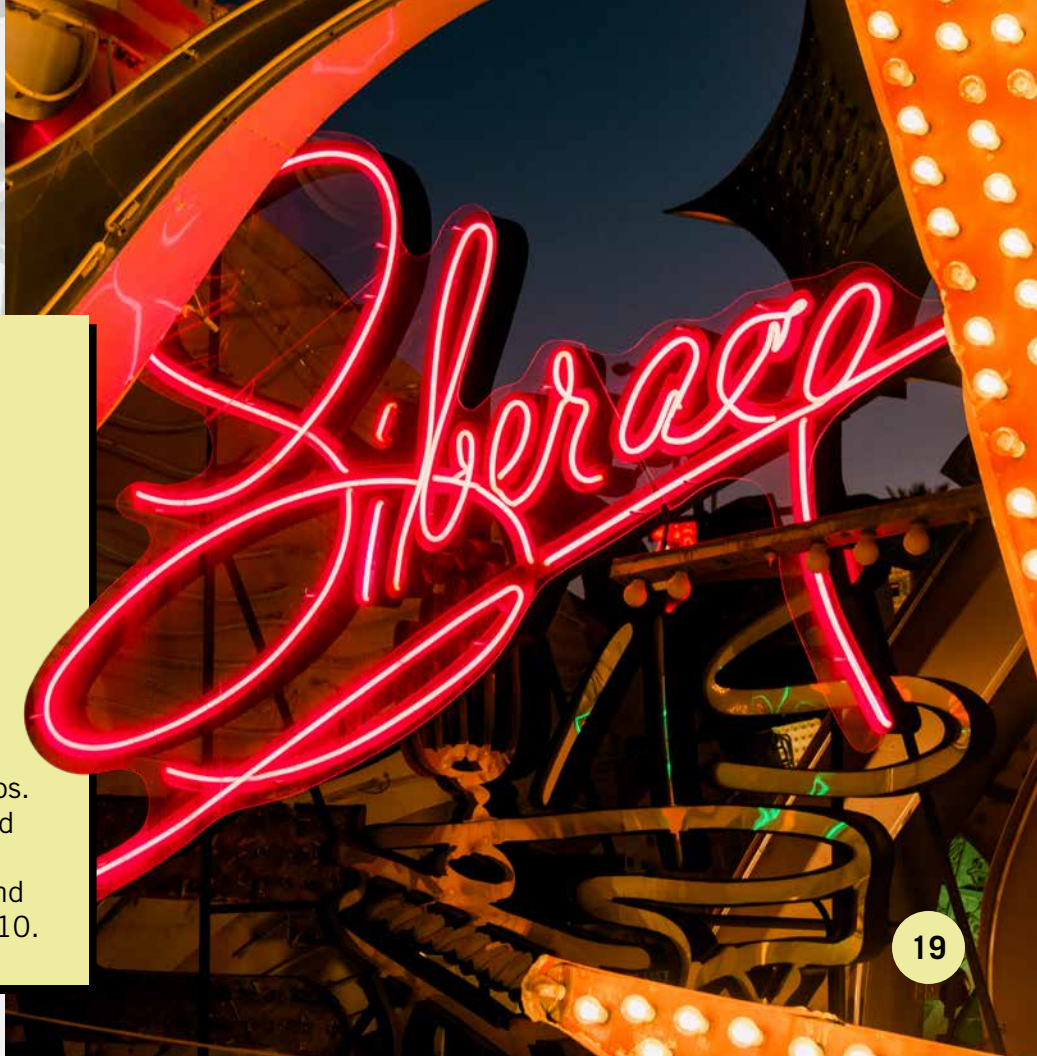
JERRY'S NUGGET CASINO

In celebration of their 50th anniversary in 2014, Jerry's Nugget sponsored the restoration of their signage. The sign cabinet features hand-painted details, skeletal neon outlining, and chased lightbulbs illuminated in a sparkling pattern.



LIBERACE MUSEUM

Opened by Liberace himself in 1979, the Liberace Museum was intended to house his extensive collection of art, as well as his personal costumes and stage props. The design of the signage is based on Liberace's autograph, which included his famed candelabra and piano. The museum closed in 2010.



STARDUST HOTEL & CASINO

Re-illuminated in March 2020, the Stardust Hotel & Casino signage features a distinctive space-age font designed by YESCO artist Kermit Wayne. Originally a roadside pylon, this signage would have greeted drivers on the Interstate 15 commuting to Las Vegas from California.

20

RIVIERA HOTEL & CASINO

Las Vegas' first high-rise building, and ninth casino on the Strip, the Riviera Hotel & Casino opened to media speculation in 1955. Life Magazine questioned whether Las Vegas' 1950s boom would continue or if a bust was imminent, and builders worried whether Las Vegas' high water table would support a skyscraper like the Riviera.

21

LIDO DE PARIS

Considered one of Las Vegas' most spectacular productions, the Lido de Paris show opened at the Stardust Hotel & Casino in 1958. It was a French style revue that included the first topless performers on the Las Vegas Strip, as well as variety offerings like jugglers, magicians, and singers.



HARD ROCK CAFÉ

Modeled after guitarist Pete Townshend's custom-made Gibson Les Paul, this Hard Rock Café guitar signage is the first large neon guitar in the franchise's history, manufactured by YESCO. The signage was re-illuminated during a lighting ceremony on March 4, 2019, honoring the donors who made the restoration possible.





THE FLAME RESTAURANT

Designed by YESCO's Herman Boernge, the Flame Restaurant signage utilizes bright colors, distinctive text, and a directional arrow to grab the attention of passerby off of Las Vegas Boulevard and Desert Inn Road.



“R” FROM THE SAHARA HOTEL & CASINO

Upon opening in 1952, the Sahara Hotel & Casino was the sixth hotel casino on The Strip. The Beatles stayed at the Sahara in 1964 during their first ever North American tour.

UGLY DUCKLING CAR SALES

Owner Thomas S. Duck Jr. opened Ugly Duckling Car Sales c. 1997. The signage features channeling and bent neon tubing, with the channeling keeping the light focused and crisp, preventing the colors from bleeding into each other.



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