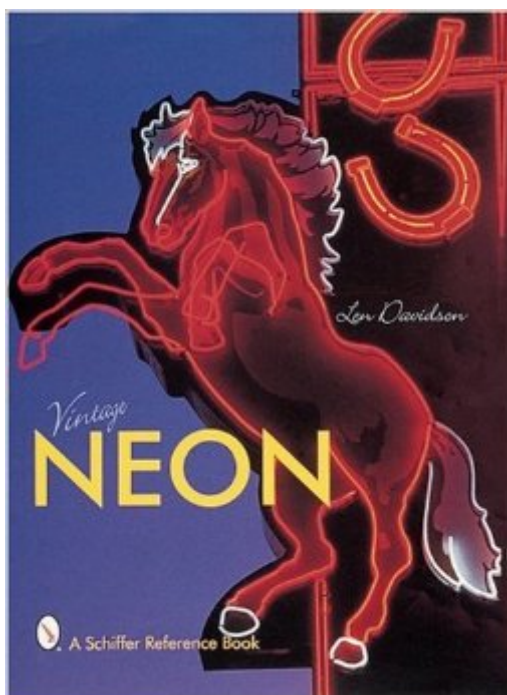


The book was found

Vintage Neon (Schiffer Reference Book)



Synopsis

During the middle of the 20th century, neon signs turned North America's roadside into a luminous wonderland. The most compelling signs were figural: imaginative, cartoon drawings in light. These unforgettable depictions of exploding bowling pins, crashing cars, baton twirling majorettes, and lassoing cowboys were the fodder for legend and lore. Neon designer Len Davidson has captured the magic with over 350 photos of superb vintage signs. He has drawn on renowned photographers, museums, and private collections, as well as his own Neon Museum of Philadelphia pieces to compile the definitive photo archive. Davidson has also expressed the legend in words. The pages echo with the voices of sign makers and shopkeepers, photographers and preservationists. Architects and sign artisans will find this collection invaluable. It is also an essential volume for anyone who has been captured by the spell of the highway and neon's siren song.

Book Information

Series: Schiffer Reference Book

Hardcover: 190 pages

Publisher: Schiffer Publishing (July 1, 2007)

Language: English

ISBN-10: 0764308572

ISBN-13: 978-0764308574

Product Dimensions: 9.1 x 0.9 x 12 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars Â Â See all reviewsÂ (16 customer reviews)

Best Sellers Rank: #1,053,579 in Books (See Top 100 in Books) #396 inÂ Books > Science & Math > Physics > Optics #2005 inÂ Books > Business & Money > Marketing & Sales > Advertising #5110 inÂ Books > Engineering & Transportation > Engineering > Electrical & Electronics

Customer Reviews

Len Davidson has done neon and nostalgia lovers a great big favor by compiling Vintage Neon, an eye-popping collection of over 360 classic neon signs. The photos are introduced by Davidson's captions, which in themselves are capsule stories of the signs, their history, discovery, recovery and (usually) preservation. Along the way Davidson recognizes the talents of the mom-and-pop signshop artisans who created this distinctively American folk art form. Reading the book captures something of the excitement of neon treasure-hunters (like myself and many of you reading this!) who never go to a new town without scouting the "blue highways" and old Main Streets for the few

remaining intact signs from the 30's though the 50's, particularly those figurative, sculptural pieces with pigs, cocktail glasses, flying horses, wigwams, bowling pins, majorettes, rocket ships, earth movers, cockroaches, dragons, etc. Davidson and his many contributors have felt that treasure-hunters "high" that comes with any new discovery, and you will have it, too, as you turn the pages. This makes Vintage Neon so much more than another pretty coffee-table book of color photos. Davidson is well suited to this job. He is the founder, president and chief preservationist of the Philadelphia Museum of Neon, which finds vintage neon of note, restores and preserves it and then, instead of locking it up in some fussy museum, installs it in public spaces in and around Philly for all to see. He has amassed a great collection which his book now brings to a wider public. The book is made all the more interesting in the telling of Davidson's own journey from MIT Sociology Ph.D., to organizational management consultant, to Roadside America treasure-hunter and neon museum director.

[Download to continue reading...](#)

Vintage Neon (Schiffer Reference Book) Neon Spark (Dark Magic Enforcer Book 5) Boss Radio KHJ in the Neon Fun Jungle The Neon Lawyer Beyond the Neon Lights: Everyday Shanghai in the Early Twentieth Century Vintage White Linens A to Z (Schiffer Book for Collectors) Afghans: Vintage Afghans To Crochet (Vintage Crochet Favorites Book 1) VINTAGE CHRISTMAS TRADITIONS: Christmas Cards, Customs, Carols, Legends, Poems, Recipes, Advertisements (Vintage Memories) VINTAGE VALENTINES: Valentine's Day Cards, Customs, Legends & Poetry (Vintage Memories) The Official Vintage Guitar Price Guide 2014 (Official Vintage Guitar Magazine Price Guide) VINTAGE AUTOMOBILE ADVERTISING 5: 1957-1959: OVER 420 FULL SIZE VINTAGE AUTOMOBILE ADS FROM MAGAZINES AND NEWSPAPERS - LARGE ONE-AD-PER-PAGE FORMAT VINTAGE AUTOMOBILE ADVERTISING 3: 1953-1954: OVER 330 FULL SIZE VINTAGE AUTOMOBILE ADS FROM MAGAZINES AND NEWSPAPERS - LARGE ONE-AD-PER-PAGE FORMAT VINTAGE AUTOMOBILE ADVERTISING 7: 1970-1972: OVER 420 FULL SIZE VINTAGE AUTOMOBILE ADS FROM MAGAZINES AND NEWSPAPERS - LARGE ONE-AD-PER-PAGE FORMAT VINTAGE AUTOMOBILE ADVERTISING 4: 1955-1956: OVER 375 FULL SIZE VINTAGE AUTOMOBILE ADS FROM MAGAZINES AND NEWSPAPERS - LARGE ONE-AD-PER-PAGE FORMAT The Complete Vintage Travel Trailer Restoration Manual: Learn Everything You'll Need to Restore Your Vintage Trailer Treasures In Time..."How to Profit Collecting Vintage Watches": "How to Profit Collecting Vintage Watches" Mauzy's Depression Glass: A Photographic Reference with Prices (Schiffer Book for Collectors) Chronic Myeloid Leukemia - A Reference Guide (BONUS DOWNLOADS) (The Hill Resource and Reference Guide Book 113) Chronic Lymphocytic Leukemia

- A Reference Guide (BONUS DOWNLOADS) (The Hill Resource and Reference Guide Book 112)
Cystic Fibrosis - A Reference Guide (BONUS DOWNLOADS) (The Hill Resource and Reference
Guide Book 138)

[Dmca](#)