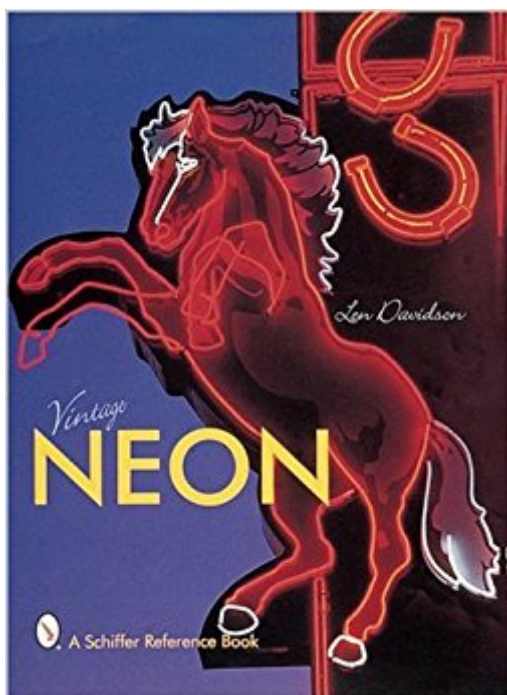


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# Vintage Neon (Schiffer Reference Book)



## 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 [See all reviews](#) (16 customer reviews)

Best Sellers Rank: #1,053,579 in Books (See Top 100 in Books) #396 in [Books > Science & Math > Physics > Optics](#) #2005 in [Books > Business & Money > Marketing & Sales > Advertising](#) #5110 in [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 through 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.

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