



Vegas Illuminated

HIGHLIGHTS FROM THE NEON MUSEUM



Original Sign Locations

1. Steiner Cleaners
2. Desert Rose Motel
3. Aladdin
4. Barbary Coast
5. Caesars Palace
6. Flamingo
7. Treasure Island
8. Frontier
9. Stardust
10. La Concha Motel
11. Riviera
12. Sahara
13. Green Shack
14. Yucca Motel
15. Golden Nugget
16. Sassy Sally's
17. Birmin's Horseshoe
18. Moulin Rouge

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. Nine restored signs from the museum are also installed as public art throughout Las Vegas.

This booklet highlights some of the most asked about properties featured in the Neon Boneyard and is the museum's answer to a common request from our guests: images of signs in their original location.





The Golden Nugget opened in 1946, but its sign features the year 1905, celebrating the birth of Las Vegas.



GOLDEN
NUGGET

MBL

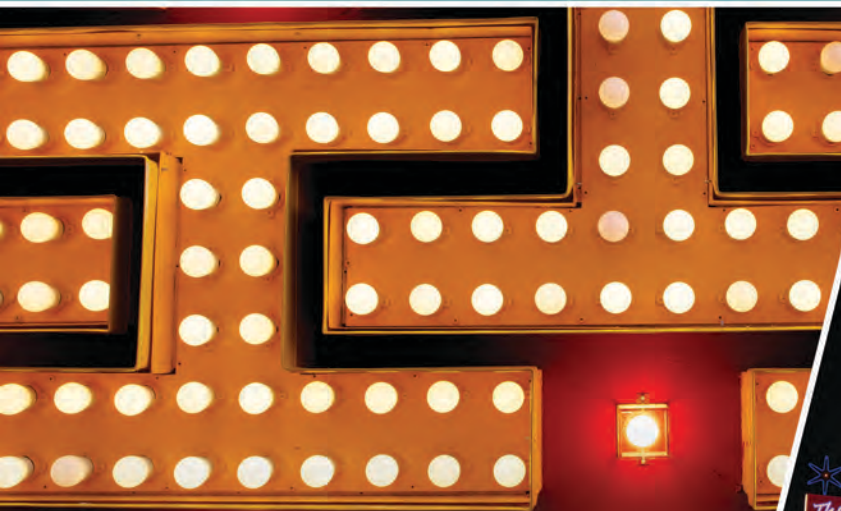


Photo courtesy of Nevada State Museum, Las Vegas



The Moulin Rouge was the first major integrated resort in Las Vegas when it opened in 1955. Its sign was designed by Betty Willis, who also created the Welcome to Fabulous Las Vegas sign.

The Binion's Horseshoe signage contained eight miles of neon tubing and 30,000 bulbs when it was installed in 1961.



BINION'S
HORSESHOE

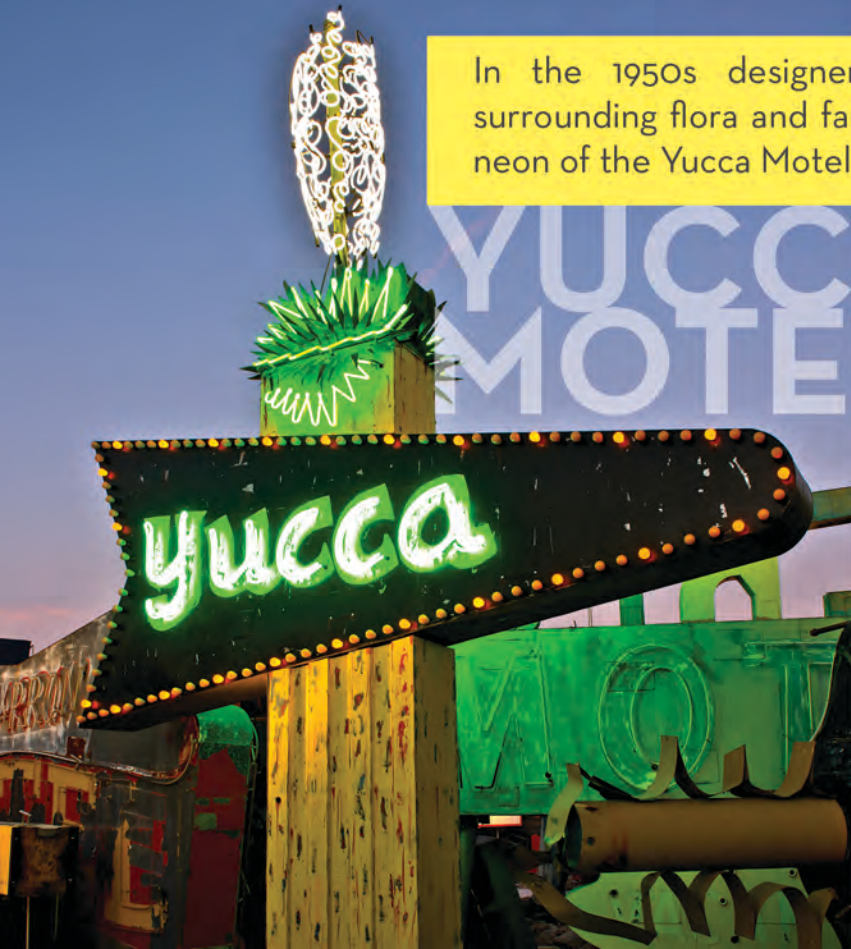


SASSY SALLY'S

The Sassy Sally's sign was the work of Charles Barnard, who also designed the "Vegas Vickie" cowgirl sign.



In the 1950s designers often pulled ideas from surrounding flora and fauna, as seen with the intricate neon of the Yucca Motel sign.



The modest 56-room Desert Rose Motel operated on the Las Vegas Strip from 1953 to 1995, and was razed to make way for the Monte Carlo.



STEINER CLEANERS



Designed by the owner's young daughter, this animated happy shirt used to dance up and down above Steiner Cleaners.

Photo courtesy of Nevada State Museum, Las Vegas



Before officially opening the Green Shack in the early 1930s, owner Mattie Jones originally sold fried chicken and bootleg whiskey from her kitchen window.

GREEN
SHACK



The pirate skull adorned the sign at Treasure Island from 1993-2003, the height of the family friendly era in Las Vegas.

TREASURE ISLAND



The Flamingo's stunning plume of feathers was created by artist and parade float designer Raul Rodriguez in 1976.



FLAMINGO



ALADDIN

Elvis Presley married Priscilla Beaulieu in a guest room at the Aladdin in 1967.



STARDUST

At 188 feet, the Stardust sign was the tallest in the world in 1968.





RIVIERA

The Riviera opened on the northern end of the Strip in 1955 as the first high-rise hotel on Las Vegas Boulevard.

SAHARA



The Sahara sign in the Neon Boneyard is the smaller version from the back entrance of the property.

How much smaller? The entire sign is the size of just one of the camels on the Las Vegas Boulevard sign, pictured above.

FRONTIER

Elvis performed in Las Vegas for the first time at the Frontier in 1956 and was not well-received by audiences. He continued to visit the city and filmed "Viva Las Vegas," but did not return as a performer until 1969.



The iconic Barbary Coast signage designed by Buzz Leming featured Tiffany-style glass, a burgundy and gold color scheme, and a 19th century-style lettering that is now known as “Barbary Coast Block.”

Photo courtesy of Nevada State Museum
Las Vegas

BARBARY
COAST

BARBARY COAST

Photo courtesy of Nevada State Museum, Las Vegas



The La Concha Motel lobby was designed in 1961 by Paul Revere Williams, the first African American elected Fellow of the American Institute of Architects. The lobby is now the Neon Museum's visitors' center.

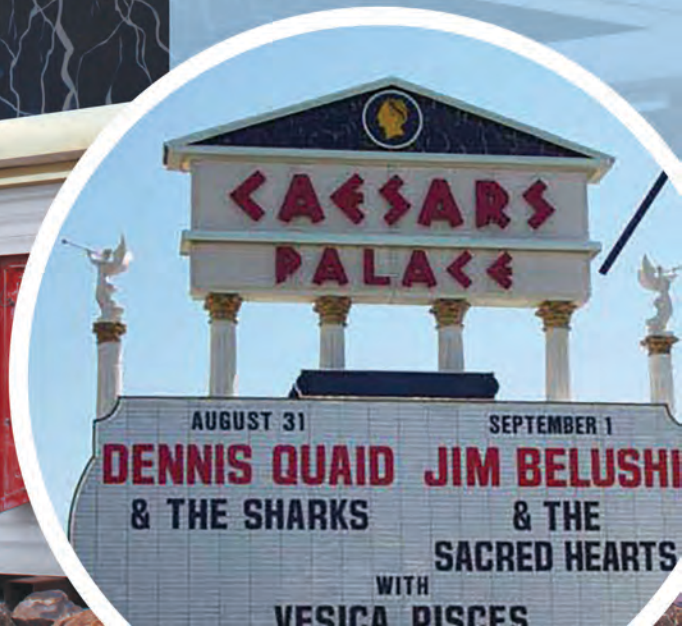


Photo courtesy of Las Vegas News Bureau



CAESARS PALACE

Caesars Palace was one of the first Las Vegas properties to incorporate a fully-developed theme; its Greco-Roman design was present in every corner, from the fountains to the elegant rooms to the Corinthian columns that are currently the tallest in the world.







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