Neon Sign Survey

Description of sign(s)

1. Name: Bonanza Gift Shop, 1981-Current

2. Owner: Haim Gabay

3. Address: 2440 Las Vegas BLVD S. Las Vegas, NV, 89104

3b. Additional Site Details (information on site, site history, owner comments):

The Bonanza Gift Shop opened in 1981 marketing as the world’s largest gift shop. Though in 1963 a portion of the property opened as an Honest John’s Casino. In 1971 the Big Wheel opened next to Honest John’s Casino. After 1974 Big Wheel changed to Centerfold Casino 1975-1977. In 1977 the Centerfold Casino changed to Jolly Trolley Restaurant, Saloon and Dining Depot. From 1977-1981 Jolly Trolley remained at the location; it seems at one point Jolly Trolley took over the entire shopping center and casinos. Between 1977 and 1981, a 24 Hour Adult Book Store was taken over by Jolly Trolley that allowed Bonanza Gift Shop to purchase the whole property. The sign’s design and theme has stayed the same from 1963 to current. The gift shop sold for 50 million in 2016 by Haim Gabay.

4. Condition (1-5 scale, with 5 being excellent, written description):

The condition of the sign is at a scale of 3. The maintenance has fallen. No treatments have been done, the paint is peeling off, and the sign itself has holes in them. The incandescent lighting and marquee are not working to full capacity; some just don’t light up at all.

5. Form (pylon, blade, porte cochere, etc):

This is considered an architectural sign with the reader boards-marquee built into the building. The sign at the end of the corner is considered a cantilever construction.

6. Specific Description:

From the book “Discovering Vintage Las Vegas: A Guide to the City’s Timeless Shops,” author Paul W. Papa wrote that the Bonanza Gift Shop has been around since 1972 in different locations until owner Bruce Morris settled at the current spot in 1981. Previous to the site being Honest John’s in 1963, the area used to be a strip mall built in 1950 by Richard Tam. The mall originally had a supermarket, first record store in Las Vegas, pharmacy, clothing store and an import shop.

7. Type of Display (neon, incandescent, etc):

The Display used is a reader board, neon, incandescent, and fluorescent lighting.

8. Media (steel, plastic, fiberglass, etc): plastic, steel, glass, fiberglass

9. Non-neon treatments: There seems to be no treatment at all.

10. Animation: None

11. Environment (surrounding properties, neighborhood)

The property is on the west corner of Las Vegas Blvd and Sahara. The stores surrounding the establishment are Naughty Town, Walgreens, Essence Cannabis, Strip Gun Club and Diversity Tattoos.

Artistic Context

1. Manufacturer: N/A

2. Designer: Architect of Record N/A

3. Date of Installation: estimated 1963 or earlier

4. Date(s) of any major redesign/move: 1963 Honest John’s cantilever construction. 1971 Big Wheel opened up and added the projection sign. In 1974 the Big wheel changed to Centerfold Casino and in 1977 name changed to Jolly Trolley. In 1981 the Jolly Trolley projection and cantilever construction sign changed to Bonanza Gift Shop.

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context):

The sign dates back to 1963 and resembles the golden nugget decorated shed concept along with the cantilever construction sign similar to golden nugget’s 1946 sign, except circular rather than organic. The actual sign uses color psychology to attract consumers to the gift shop. The theme is definitely western themed.

6. Artistic Significance (themes and representation, era: time and design, trends, context): Western sign design from the 1960s.

Surveyor Notes

1. Research locations (archives, library, recorder’s office, etc)

I did head to Bonanza Gift Shop to take a close look other than online at the actual condition of the signs.

2. Research notes

Las Vegas Review Journal Article <https://www.reviewjournal.com/business/bonanza-gift-shop-in-las-vegas-sold-for-50m-records-show/> about new owner purchase. Vintage Las Vegas <http://vintagelasvegas.com/search/Bonanza+Gift+Shop> helped with dates of property change. Author Paul W. Papa’s book “Discovering Vintage Las Vegas: A Guide to the City’s Timeless Shops”

3. Any other relevant surveyor remarks

N/A

Gisselle Tipp August 12, 2017

**Surveyor Date**

**\*Please attach a map from the assessor’s site when possible.**