Neon Sign Survey

Description of sign(s)

1. Name: Trader Bill’s

2. Owner: Marshall Family, LP

3. Address:

 328 Fremont St. Las Vegas, NV 89101 (business address)

 107 N. Fourth St., Las Vegas, Nevada 89101 (Assessor’s address)

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

 The current building was constructed in 1943 (Assessor). Trader Bill’s was a Western style leather and gift shop (RoadsideArch.com). The business has been located downtown at least since the 1930’s or 1940’s (UNLV digital photo collection) but possibly longer (Shemeligian, 1997). The store moved to its present location by the 1950’s (RoadsideArch.com). It later became the Jewelry Outpost and Las Vegas Harley-Davidson (Shemeligian).

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

 Condition 3-4. Cabinet and lights are in good condition. The paint on the street side of the sign is extremely faded.

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

 Blade sign

6. Specific Description:

 The metal cabinet is shaped like an upside down “L” which points toward the building. The cabinet is painted red. On the side of the sign facing Las Vegas Boulevard the paint has faded almost completely to reveal the earlier blue paint. An arrow-shaped metal cabinet runs along the Fremont Street side of the sign. The sides of the arrow are painted yellow. Three rows of yellow incandescent light bulbs cover the shaft of the arrow and nine rows cover the feathers and head. “Trader” is spelled out in yellow san serif channel letters which run horizontally across the top of the sign. The interiors of the letters are outlined in white neon tubing. “BILLS” (no apostrophe) runs vertically down the sign in the same channel lettering. Rungs run along the spine of the sign and what appears to be a ladder is located under “Trader” at the top of the sign. A plaque on the back of the arrowhead near the last “S” in “BILLS” has a YESCO logo and states “THIS SIGN IS THE PROPERTY OF THE YOUNG ELECTRIC SIGN COMPANY-{illegible] 876-8080

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

 Neon and incandescent

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

 Steel

9. Non-neon treatments:

 Incandescent

10. Animation:

11. Environment (surrounding properties, neighborhood):

 Fremont Street Experience

Artistic Context

1. Manufacturer:

2. Designer: Architect of Record:

3. Date of Installation:

 Circa 1960’s

4. Date(s) of any major redesign/move:

 The sign is probably from the 1960’s (Roadside Architecture). A photograph circa 1960 shows the sign painted dark blue with yellow letters (Classic Las Vegas, n.d.). A photograph from 1991 shows the color scheme unchanged (Classic Las Vegas). The sign was painted its current red color by 2006 (RoadsideArch.com).

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

 The building is Western style brick and weeping mortar.

6. Artistic Significance (themes and representation, era: time and design, trends, context):

 Western

Surveyor Notes

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

Clark County Assessor

Classic Las Vegas. (n.d.). A brief history of Fremont Street, North side of the street, Third to Fourth. Retrieved from <http://classiclasvegas.squarespace.com/downtown-history/2007/5/3/a-brief-history-of-fremont-street-cont.html>

RoadsideArcitecture. Las vegas Signs, Trader Bill’s. Retrieved from <http://www.roadarch.com/signs/nvvegas3.html>

Shemeligian, B. (1997 June 19). Landmark downtown shop changes focus. Las Vegas Sun. Retrieved from <https://lasvegassun.com/news/1997/jun/09/landmark-downtown-shop-changes-focus/>

UNLV Digital Collections. (n.d.). Film transparency showing Trader Bill's souvenir shop in Las Vegas, circa 1930s-1940s. Retrieved from <http://digital.library.unlv.edu/objects/pho/24163>

2. Research notes

Any other relevant surveyor remarks

Surveyor : Mitchell Cohen Date: August 14, 2017

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