

RELIGHT • THE • NIGHT

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Historic Neon Signs Shining
Brightly Every Night!

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"As long as the neon signs we
have in our towns continue to
shine every night, the history
that surrounds them can never
be forgotten."

— Randy Dixon • Chairman
Relight the Night



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Pocatello



★ HISTORIC ★ DOWNTOWN POCATELLO

A Walking Tour



20+ Neon Signs



HISTORIC DOWNTOWN POCATELLO

The walking tour begins at the ★ CHIEF THEATRE neon sign located at 233 N. Main Street.

(1) Chief Theatre: 233 N. Main St. (1938) One of the most beautiful theatres in the Intermountain West. Closed 1982. Re-opened 1988. Burned March 1993. Re-lit Nov. 2013. The first & largest project of Relight the Night.

(2) Purpose: 224 N. Main St. (1938) Formerly Petersen's Furniture 1921–1990s. The building was renovated & sign re-lit November 2022.

(3) IOOF: 257 N. Main St. (1938) Independent Order of Odd Fellows. Downtown's oldest building, occupied by the same tenant since 1898.

(4) Pocatello Electric: 258 N. Main St. (c. 2002 replica sign) Company has rich history since 1902.

(5) Oasis Bar: 304 N. Main St. (1957) Bar since 1946 with a colorful history. Re-lit August 2021.

(6) 210 Club: On Lander Street, just east of Main. (c. 1958) Re-lit August 2021.

(7) Indian from Pocatello High School: 359 N. Main St. (1951) Class of 1951 project for school auditorium. Re-lit at new location in 2021.

(8) Fred's Photo Service: Fremont & Union Pacific. (early 1960s) Opened 1938. Fred Cuoio served customers for over 70 years. Relight switch was flipped by his widow, Frances, in April 2019.

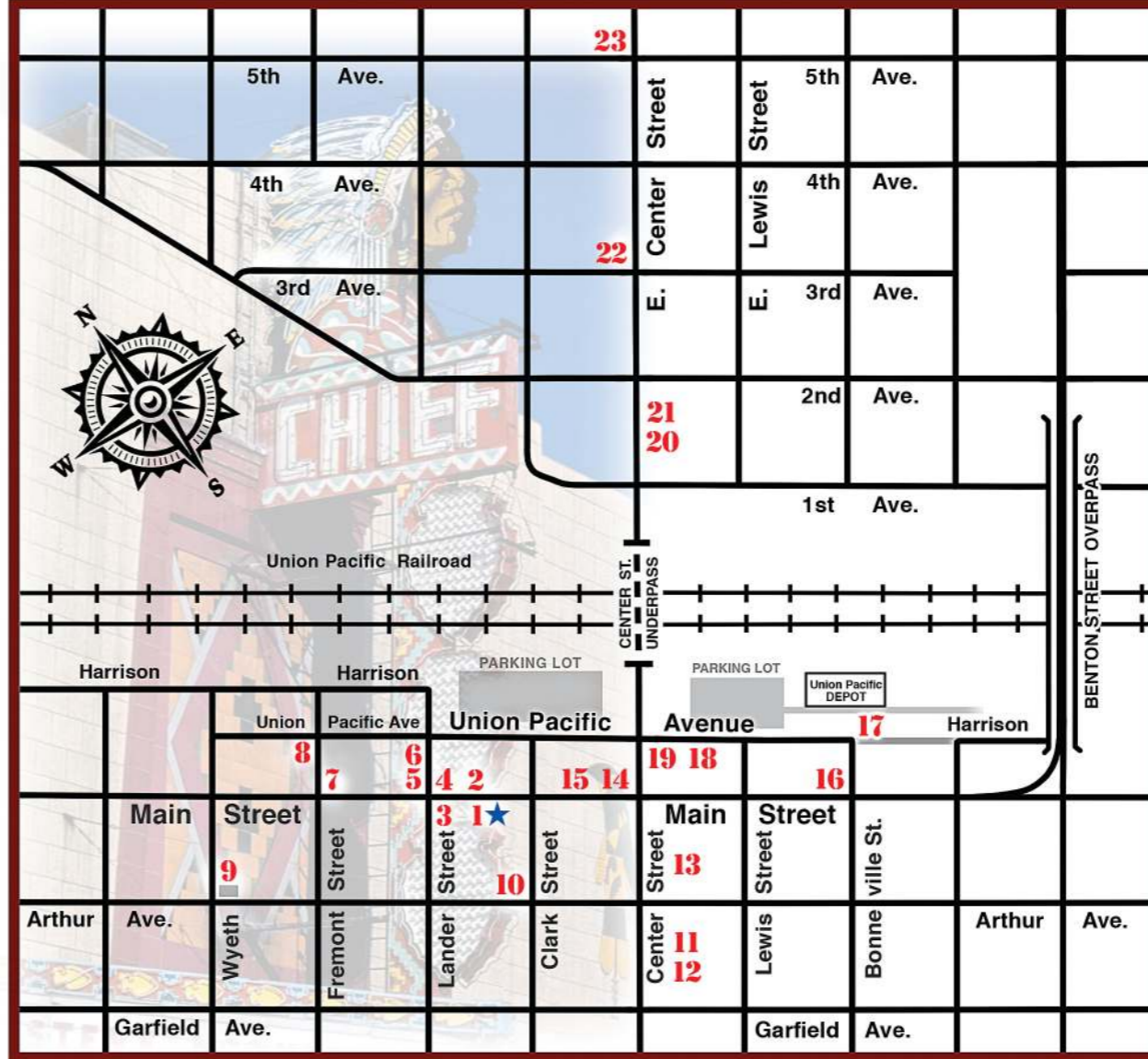
(9) Teamsters Local 983: Back of AFL-CIO bldg in the alley at N. Arthur and W. Wyeth St. (1960s)

(10) Eagles Aerie 119: 206 N. Arthur Ave. (1949) Fraternal Order of Eagles. Re-lit in 2022.

(11) Bangs Stationers: 435 W. Center St. (1956)

(12) Ukiah Rexall Drug: 435 W. Center St. (1955) From Ukiah, Calif. Donated by William Eames.

(13) Maag's Prescription Center: 333 W. Center St. (1950) Well-respected family business whose vintage sign has always been maintained.



(14) The Paris: 102 N. Main St. (1958) Women's apparel store from 1958–2015. Re-lit 2018.

(15) Molinelli Jewelers: 126 N. Main St. (1956) Est. 1903, Idaho's oldest jewelers. The sign has always been maintained.

(16) Hotel Yellowstone: 230 W. Bonneville St. (1930s) After being dark for 30 years. Re-lit in 2018.

(17) Greyhound Bus Depot: 215 W. Bonneville St. (1946) Custom-built Art Deco sign. Re-lit in 2015.

(18) The Whitman Hotel: 118 S. Union Pacific Ave. (1930s) Former Princess Theatre, noted in the ...

... Judy Garland song in "A Star Is Born," 1954.

(19) Buster Brown Shoes: 243 W. Center St. (1960s) From Hudson Shoe Co. Re-lit in 2020.

(20) Tatu: 247 E. Center St. (c. 1960) Formerly the historic, Shanghai Café Chinese restaurant sign.

(21) Office Bar & Grill: 251 E. Center St. (1960s) A popular local pub. Re-lit in 2018.

(22) Barricade: 308 E. Center St. (1950s) The original sign was Moore's Rexall Drug. This business is now a vintage gaming arcade.

— SIGNS OUTSIDE THE HISTORIC DISTRICT —

(23) Meyers Shoe Repair: 508 E. Center St. (1956) 2nd generation owner. Re-lit in 2015.

(24) Buddy's Italian Restaurant: 626 E. Lewis St. (1961) Considered a Pocatello tradition.

(25) Bannock Memorial Star: 500 S. 11th St. Best viewed from the top of Portneuf Health Trust's parking garage. (1955) This 15-foot neon star has been a symbol of hope and a Pocatello Christmas tradition for 50+ years.