

The Banner



An e-newsletter from Sylvan Signs

SYLVAN  SIGNS

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Vintage Wall Street sign will go on auction block

CHRISTIE'S VIA AP

The "Broad St." and "Wall St." sign, which bears scars from a deadly 1920 bombing on Wall Street, is expected to fetch as much as \$80,000.

NEW YORK (AP) — A vintage street sign that once marked an intersection on Wall Street near the New York Stock Exchange could attract some serious money.



The enamel "Broad St." and "Wall St." sign will be offered at Christie's on Tuesday. The auctioneer's presale estimate is \$60,000 to \$80,000. (It actually sold for approximately \$190,000!)

The sign stood in front of the former headquarters of J.P. Morgan & Co. The intersection was the scene of a 1920 Wall Street bombing that killed 38 people and injured hundreds. Shrapnel marks are visible on the sign.

Christie's says the sign went up in the late 19th century and came down sometime after the bombing. It recently was shown at the Museum of American Finance.

Visual Branding

How to Capture Eyes and Interest

Gone are the days when printing advertisement in newspapers or getting them telecast on the television helped fetch customers to the brand or product. The present times is all about capturing the attention of the prospective buyers through new channels. The whole concept of visual communication for advertising has been revamped like never before. All thanks to visual communication means like signage's that enthralling the attention of customers anywhere to everywhere has become a possibility.

Talking about advertising through visual communication, the first thing that comes to mind

is LED display. Put in simple words it is an animated outdoor media format for advertising. You can easily spot them at places like airports, hospitals, banks, stock markets and many more. LED signage can be used both for the purpose of outdoor advertising and indoor advertising. The outdoor signage can well serve the purpose of advertising public campaigns which needs to garner attention of maximum number of people. Neon sign boards with their features like radiance and unique visibility can be easily spotted from miles away, informing the potential users about a product or service.

The sole purpose of advertising is to catch attention of people and persuade them to purchase the product or the service. More is the visibility of your product; more is the brand recall in the minds of people. What else can be better means than coming to the notice of people by making yourself visible everywhere? People are more likely to notice advertisements as displayed on the huge billboards and revolving signage, than reading a magazine and noticing an advertisement in the same.

Keeping in sync with the format of outdoor advertising, glow sign boards have also emerged as dependable and effective options. Glow sign boards are made of high quality PVC flex material and are specifically designed for areas like highways and busy roads. This ensures that they capture the attention of one and all that passes that area. Their easily visibility and attractive appeal tends to create and awareness of the brand, resulting in making an impact.

Considering the advantages that the sign boards offer in promoting a brand name, it is no surprise they come at quite a price. However, if money is a constraint, then opting for digital flexographic printing can be the next best alternative. It basically refers to the usage of high quality digital print for outdoor banners. Though these banners do not make an impact as strong as that of the 3D Acrylic backlit signs, they still manage to catch hold attention of the target audience. The best part is that they are durable and also keeps your pocket smiling.

So, it would not be wrong to opine that with the advent of such visual communication techniques, the concept of advertising has moved on to a notch higher level.

source: www.articlesbase.com/branding-articles/advertisement-visual-communication-2783749.html#ixzz0t6EabkVZ

Ernesto's Italian Restaurant

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Portland, Oregon 97225
(one block east of Jesuit High)
(503) 292-0119 Phone
www.ernestositalian.com

Hours: 11:00 – 3:30 M–F Lunch
Dinner Nightly – call for specific times

Mike Ceccanti, owner of Ernesto's Italian Restaurant, grew up in the family restaurant business. His grandfather, Ernesto Ceccanti, emigrated to the U.S. in 1919 from the Tuscany region of Italy with his wife Emilia and opened the Monte Carlo restaurant in Portland in 1927. In 1955 Mike's parents, Elio and Lorie Ceccanti took the reins from Elio's parents. In 1982 they opened a second Monte Carlo restaurant in Raleigh Hills, which was managed by their son, Mike.



By age 7 Mike was making raviolis in his grandfather's kitchen, went on to learn more of the family secrets, and has been going strong ever since. It's no surprise that Mike has continued the family traditions of providing moderately priced casual dining with a healthy dose of Old World charm added to the mix.

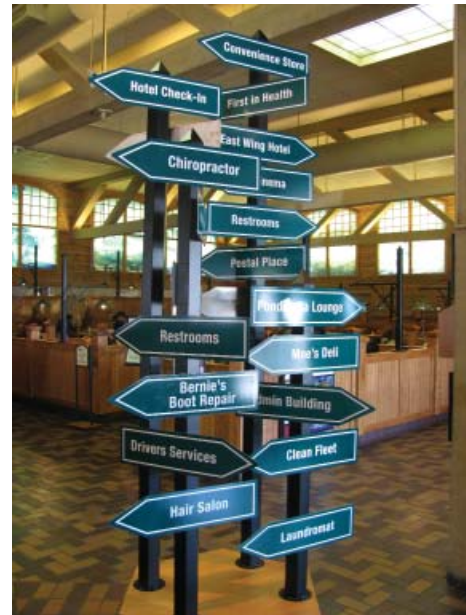
In 1987 Mike and his wife Jackie bought the Raleigh Hills Monte Carlo restaurant and renamed it Ernesto's Italian Restaurant in honor of his grandfather. Building on his family's traditional Italian recipes, Mike has added his own creations such as Seafood Fettucini and Pasta Classico. While the offerings have evolved a little over time to suit the tastes of each generation, you can count on finding generous portions of good homemade Italian food in a comfortable environment. Here you'll find such

classics as Spaghetti and Meatballs, Lasagna, Veal Parmigiana and Fettucini Alfredo, as well as legendary homemade Pizza and Calzones. And not to be missed are our specialty soups, created by our own Chef John Schroeder.

With a full bar, beautiful banquet rooms perfect for any occasion, delicious buffet lunch, a kid's menu and complete catering, banquet and to go menus, you are sure to find something to please everyone here at Ernesto's Italian Restaurant.

Our Latest Work...

This project was conceived and designed by Sylvan Signs for




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