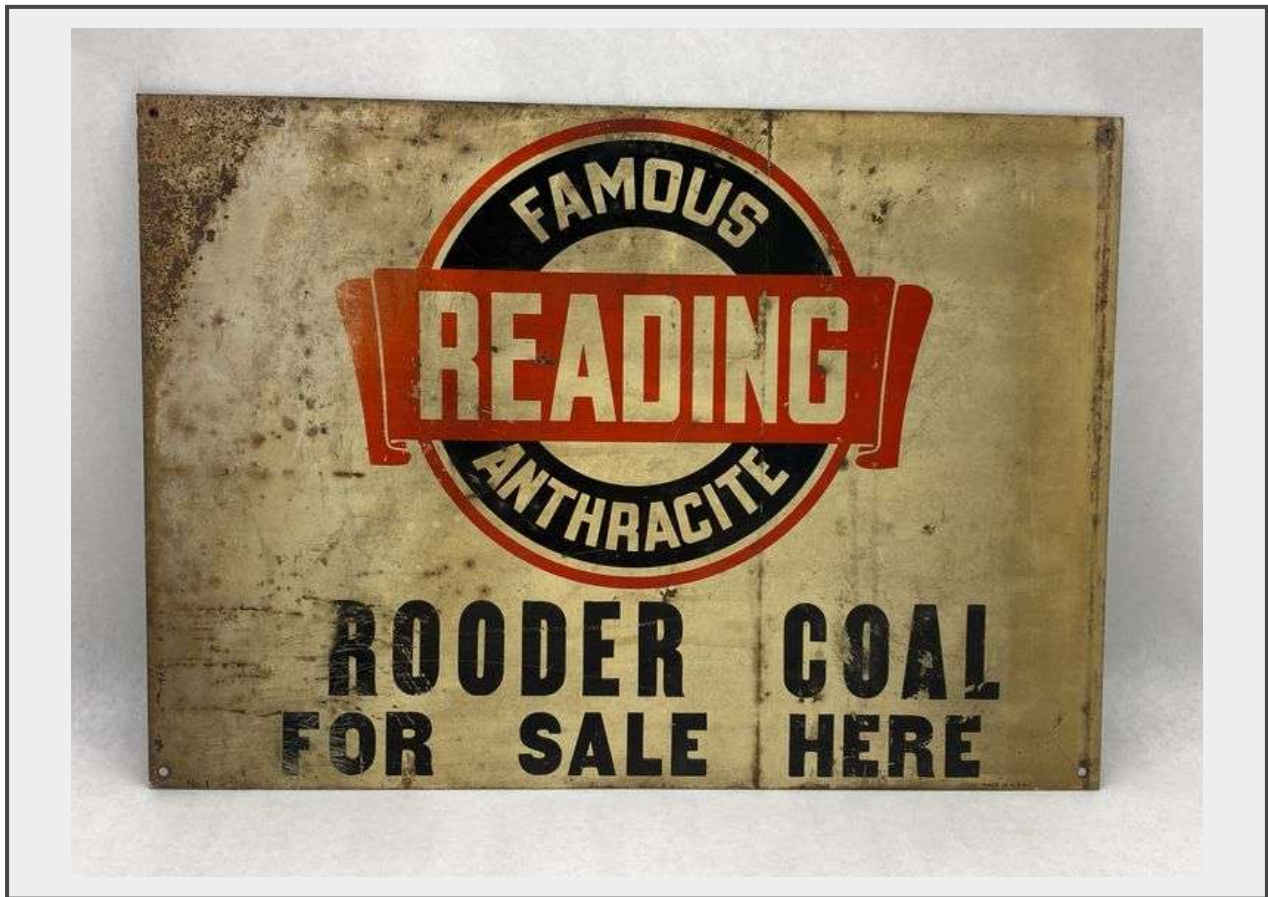


Sale Name: 14th Annual Montana Spring Auction

LOT 83 - Reading Anthracite Coal Advertising Sign



Description

Metal advertising sign for Famous Reading Anthracite with red and black logo on cream background, promoting Rooder Coal sales, circa 1930s-1940s.

This vintage coal dealer sign features the distinctive Reading Railroad logo with "FAMOUS" arched above and "ANTHRACITE" below in a black circular band, with "READING" prominently displayed across a red banner. Text below announces "ROODER COAL FOR SALE HERE" in bold black lettering. The sign is marked "No. 1" and "MADE IN U.S.A." in the bottom corners.

Reading Anthracite was one of the major coal producers in Pennsylvania during the first half of the 20th century, with the Reading Railroad serving as both mining company and transportation provider. This sign represents the coal distribution network that powered American homes and industry before widespread adoption of natural gas and electric heating. Local coal dealers like "Rooder" would display these signs to advertise their authorized partnership with the Reading company.

Condition Notes: Original cream-colored background shows considerable age patina with surface oxidation, particularly in upper left corner. Red and black painted areas retain good color definition despite surface scratches. Several mounting holes show rust rings. Surface displays expected scratches, scuffs, and minor dents consistent with commercial use. Reverse side shows heavy oxidation and wear. No significant structural damage, though several small areas show paint loss. Refer to the pictures and in person inspection for condition.

Approximate Dimensions: 19.5 × 14 inches

Quantity: 1



<https://bids.nationalauctionusa.com/>