



Ultimate Signspotting

Introduction.

Seeing a funny sign in **'in the wild'** is a bit like seeing a rainbow. You don't find them as much as they find you.

Still, there's a certain amount of alertness involved. Just as you have to remember to walk outside and look up just after a rain shower passes if you want to catch a rainbow, you need to look a little longer at signs you'd otherwise ignore.

Drivers only recall about 20 percent of the signs they glance at. And the more often they drive by them, the more likely they are to ignore them. This is why travel is a perfect fit for **Signspotting**. We're on foot, carrying cameras, and in a new environment that demands our attention -- the trifecta of funny sign discovery.

Over the last 20 years, I've gathered well over 50,000 sign photos from well-traveled amateur and professional photographers. Trying to decide which is **unintentionally funny** enough to merit inclusion in a Signspotting book has been a challenge. Trying to select favorites among those for this 'ultimate collection' has been downright unnerving.

Just when I think I've seen every **awkwardly compromised** stick figure, bizarre warning, or confounding place name, a new one comes along. That is, new hilarious signs are going up all the time. At times, it seems like a race between the people who put up these ridiculous signs and those who try to photograph them.

Perhaps the most important thing to keep in mind as you flip through this book is that we English speakers put up more **inadvertently funny signs** than anyone else. We need very little help in mangling the English language. Now just imagine if we tried to be as kind to other nations as they are to us and put helpful signs up in Arabic, Japanese, French, Spanish, and other languages. We'd have these foreigners rolling in our streets with laughter. We'd jumpstart an entire industry of funny sign books in other countries.

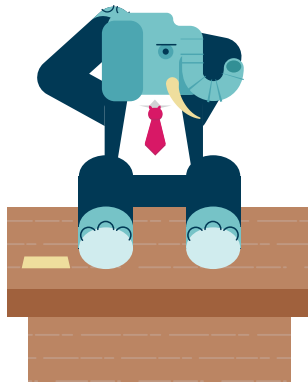
So, as we enjoy these gaffes, let us do so with a dose of humility.

Doug Lansky

04

The Author.

Doug Lansky spent ten years traveling the planet, during which time he visited 120 countries (if you count San Marino). He has written a syndicated newspaper travel column, penned several books, hosted a Discovery Channel show, and delivered his funny presentation on travel around the world. He has moved his base camp numerous times, and is now living in Sweden where he has “the ultimate Ikea kit”: a Swedish wife and three daughters. Doug started collecting funny signs during the first year of his travels, and it has turned into a disturbingly addictive habit.



I dedicate this book to all the alert signspotters
around the world who were smart enough to take these
photos and kind enough to send them in to me.



Are the authorities referring to the weight of the hikers or deer migration in the area?

Photo location: Colorado, USA by John B. Libakky



Little optimistic on the range?

Near Tokyo, Japan by K McKay



*There was a time back in primary school
when most of us would have gladly paid
\$5.99 to not get a wedgie.*

Oakmont, Pennsylvania, Usa by Cel Est E Janosko



Your fifteen minutes starts right now.
 Glamis, California, USA by Mary Stampone



Finally, helpful tourist information.
 China by Jeff Coe

Table Mountain National Park

Warning
Please look under
your vehicles
for penguins



Sponsored by
Boulders
Beach
Lodge



The diagram in the lower left looks more like the penguins are simply providing a free brake inspection, or maybe changing the oil.

Boulders Beach, South Africa by Scott Snyder

10



Don't settle for second best.
Dublin, Ireland by Alie One



Safety railing for large groundhogs.
Newbiggin-by-the-Sea, UK by Alastair Speight



*Don't worry...
it tastes like chicken.*
Ontario, Canada by Jonah



But you may cling to the outside.
Derby, England by Richard Still