

# Organization Of Neon Lights Is Being Perfected

## Experts Arrive From U.S.A. To Start Plant In Shanghai

Within the next few weeks, the first of the Neon tubular system of illuminated signs will make its appearance in Shanghai, and will no doubt capture this city with its beauty, grace and colorful appearance as it has the greatest of great cities the world over. The world wide organization of Claude Neon Lights is represented in China by Claude Neon Lights, Federal Inc., U.S.A., who are now prepared to manufacture and maintain this country. Claude Neon Lights, Federal Inc., U.S.A., owns the exclusive patents of this world famous system of illumination throughout all China, the Philippine Islands, Straits Settlements and Malay Peninsula.

Four American technical experts arrived in Shanghai on the President Lincoln yesterday to join the staff of Claude Neon Lights, Federal Inc., U.S.A. They are Mr. Claude Hanna, plant superintendent of the company, who is accompanied by Mrs. Hanna; Mr. Donnell Baldwin, technical engineer in charge of the Neo department, and Mrs. Baldwin; Mr. John Gordon, expert in command of the tube welding and glass blowing department; and Mr. Kenneth Mitchell, artist and designer of Neon equipment, whose work is now the pride of the west coast of the United States.

These four technical experts in Claude Neon lighting come to Claude Neon Lights, Federal Inc., U.S.A., from the Electrical Products Corporation, who own patent rights for the west coast of the United States. They have been for years part of the world wide Claude Neon organization which as now for the first time reached Shanghai.

An exact replica of the American Claude Neon factories has already arrived in Shanghai in the form of machinery and equipment for the manufacture of Claude Neon lights, and active production will commence very shortly.

Mr. Bruno Schwartz, editor and publisher of the Hankow Herald, of Hankow, is general manager of the Claude Neon company for the Far East, and is at present stopping at the Astor House. Mr. Lloyd E. Gale, of Hankow, is President of the Company. The offices of Claude Neon Lights, Federal Inc., U.S.A., will be opened here next week.