

# Claude Neon Signs Light Up Ritz Theatre

## Chosen As Most Effective Means Of Advertising Current Film Bookings

When patrons approach the Ritz Theatre, opening today at Haining and Ohapoo Roads, they will first recognize it by the large **Claude Neon** light sign on the front of the building. **Claude Neon** signs have been chosen by the proprietors of the theatre for their most effective advertising; for such signs have been the preference of Shanghai's business leaders for the past several years, and no theatre, store or shop of note is seen today in Shanghai without these striking

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lighting fixtures. The popularity of Neon signs has grown tremendously here during recent years, and Shanghai, once comparatively dark and dull after nightfall, now blossoms out a brilliant, twinkling wonderland of colored lights.

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