"Beehive" Light Display Sait Second Largest Structure In World

The faith of business leaders in the future of Phoenix is expressed in the new spectacular Neon "Beehive" sign—the largest in the Orient—and the second largest Neon sign in the world—advertising Patons and Baldwin Knitting Wools. This new display, reaching a height of 170 feet from the side-walk, has been installed by Claude-Neon Lights, at the corner of Avenue Edward VII and Yu Yu Ching Road.

Thousands of people throng this area, which is rapidly becoming the busiest cross section of Shanghai's daily life.

The history behind the sign is a romance itself. One hundred and thirty-five years ago early in the year 1855, James Baldwin started a small wool washing and fulling business at Halifax in England. Early in the career of this firm, the trade-mark "Beehive" was adopted for its highest quality woolen goods, and later the Hall-Mark "B.B." was added to distinguish all the productions of the firm. This "B.B." mark stood for "Britain's Best" and so strongly has this remained the guiding prin-
ciple behind the direction of that old concern that it has come to mean "World's Best."

As the years passed, the company adapted itself to the varying demands of each succeeding genera-
tion of women and has been rewarded by their trust and confidence in its wares, which have in turn caused it to expand into a vast organization known as Patons and Baldwin, Ltd. Today, with factories in many parts of Britain, Canada, the U.S.A., Tasmania and China, and with warehouses and stores all over the world, it proudly employs over 8,000 men and women in 11 different countries. The "Beehive" and "B.B." marks are known by every nationality and race to mark the best knitting, rug and tapestry wools in the world.

Household Word
For many years "Beehive" has been a household word in China and when the Company's Shanghai factory was opened in 1934 giving employment to 1,800 Chinese and foreigners, "Beehive" Wools became a luxury within the reach of everyone. This firm with a youthful and elastic mind has confidence in the future of China and of South China and the great sign is an expression of this faith.

The entire installation is a fantastic reproduction of the "Beehive" trade mark. The center section shows the Beehive flanked on the left by rows representing England and Shanghai, for Tehsui, and on the right line tides of Ireland and the Rocky for Wales, all outlined in colorful Neon. In the center of the sign are two gigantic letters "B.B." in expanding blue color, illuminated by a three-point flashing apparatus. On the top of the hive is a spider-like line of bees with ozonized wings that fly about endlessly in a circle over the sign, their flight being animated by a 24-contact point blower.

The main sign is 50 x 60 ft in size, having a surface of 1,800 square feet. It is made up of 32 different sections, each composed of 3 x 2 x 1½ angle iron and fastened to the structure by angle iron cleats of the same size. The bees are mounted on 1½ x 1½ x 1½-inch angle iron and 1½ x 1½ x 1-inch P. I. trusses. There are ten frames in all to support the necessary glass being appraising in motion, the remaining best being mounted on the main sign. Over 1,000 feet of Claude-Neon golden tubing and over 1,500 feet Claude Neon white tubing was used for the luminescence of the 48 bees, together with 43,000,000 volts transformer.

The design of the main section is carried out by the use of over 1,200 feet Claude-Neon tubing, in red, blue, light and dark green, white and golden flashing colors. Finishing each side of the main sign and on top, appear two Chinese characters, meaning "Honey Bee" and four, each 16 ft in height, forming "The King of Knitting Wools." Below the sign are three other characters each seven feet high, giving the Chinese name of the trade-mark, all outlined in Claude Neon orange red tubing.

The entire installation was installed on a structure designed by Malinchu and Company. It consists of five panels, three center panels reaching a height of 11½ ft, and the two side panels a height of 9 ft, over an overall width of 60 feet. To construct the structure over 41 tons angle iron, glass plates, rivets, etc., were used, and over 2,500 cubic feet of reinforced concrete for the necessary strong foundation to ensure absolute safety.

Claude Neon, Leipizg, Federal Inc., U.S.A. erected this spectacular display and has charge of its operation. Mr. G. F. Danielson, the Company's Manager, was engaged in the display, and a graduate of the Pennsylvania Academy of Fine Arts, U.S.A., created the designs for the display, and it was built by Mr. W. Kramer, Sales Manager.