

Claude Neon Lights Being Introduced in China

Throughout the large cities of the United States and Europe—from Los Angeles and San Francisco to New York, from London, Paris and Berlin to Rome—the old fashioned electric light bulb sign has disappeared from the thoroughfares. In its place has come the Claude Neon Tube, as great an improvement over the bulb as the latter was over the candle.

The Great White Way of New York is no longer white. The masses of confusing white bulbs which formerly glared from hotel and theatre fronts are gone, and in their stead have arisen graceful and decorative structures of multicolored Neon.

This new light is about to make its appearance in Shanghai. Lloyd E. Gale, President of the L. E. Gale Company of Hankow and Bruno Schwartz, owner and editor of the *Hankow Herald*, have secured the sole rights to manufacture Claude Neon tubular signs for the entire Far East, including China, the Philippines, Malay Peninsula and the Straits Settlements.

Patents and trade marks have been registered in this territory and a company capitalized at U. S. \$300,000.00 has been formed under the China Trade Act to manufacture Claude Neon products throughout the Far East. The company will be known as Claude Neon Lights, Federal Inc., and its first manufacturing plant will be located in Shanghai. Three expert American technical men and engineers, and an American artist and designer, arrived here for the Company on the *s. s. President Lincoln* today. Manufacturing operations will commence very shortly.

Mr. Schwartz, who is General Manager of Claude Neon Lights, Federal Inc., is stopping at the Astor House.

Claude Neon Lights, Federal Inc., which has just been established in Shanghai, is part of the world-wide Claude Neon organization, and is claimed to be the only company authorized to operate under Claude Neon patents in the Far East.

One of the remarkable features of the new Claude Neon signs, according to Mr. Schwartz, is that in spite of the fact that their visibility is much greater than the old fashioned bulb signs, and despite the fact that they are more colorful, brilliant and much more easily read and attractive to the eye, the amount of electric current they consume is but a very small fraction of that used by the old fashioned bulb illumination.