

Neon Signs To Gleam At Luna

Use Attractive Lights To Draw Pleasure Seeking Crowds

Since the invention of Neon light tubes by George Claude, French scientist and engineer, Neon tubes are fast becoming the most popular form of electrical advertising and illumination.

Gas Utilized

Neon gas forms a part of the rare constituents of the air. When this gas is electrically excited an intense glow is formed. In order to utilise this gas for illumination and advertising purposes, glass tubing is made and bent to conform with any design desired, such as trade marks, special lettering, Chinese characters, and pictures, and in these tubes are concentrated, through excitation by electrical power, the inert Neon gas which gives off an intense red glow or other color as may be

required. Neon gas being inert, there is no possibility of explosion or fire. Should a tube be broken no current can be past between the electrodes, hence there is no danger or chance of fire from the electrical current.

High Visibility

One of the chief features of Neon lighting is its great penetration powers. It is the only light visible through dense fogs. This factor has resulted in its use in marking the aeroplane routes from London to Paris as well as the great landing field at Croydon, England. It is also used in Great Britain for lighthouse beacons to warn craft plying the fog-laden English Channel. It has penetration, and yet has softness, and this combined with its economical operation have been the major factors in its success and popularity. Neon lighting provides the highest efficiency in practical electricity.

Shanghai has Factory

With the advent of Neon signs here, Shanghai has taken to them like wildfire, and of the many thousands of these signs in operation in this city, 1500 of these signs have been made by the **Claude Neon** factory in Shanghai, one of the most up to date Neon factories in the world.

Many Signs at Luna

To **Claude Neon** has been assigned all the Neon signs of Luna Park, amounting to thirty in all. These signs will greatly assist the decorative and illumination schemes of Shanghai's new playground.