

Royal Theater At Bangkok To Get Largest Neon Sign In World

Mr. W. Krause, special representative of **Claude Neon** Light, Federal Inc., U. S. A., recently left on the S.S. Rampura for Bangkok, Siam, to supervise the erection of the huge Neon sign to be installed at his Majesty's Theater, now nearing completion.

This sign is not only one of the largest Neon signs in the world, but one of the most distinctive. Its blazing colors will send out its message for miles. **Claude Neon** offices all over the world have telegraphed requests for photographs after installation, for use in their own advertising programs. Contract for this sign was made by the International Engineering Company, Inc., one of Bangkok's most progressive firms.

The sign itself was built in the Shanghai factory of **Claude Neon** Lights, Federal Inc., U. S. A., who are the exclusive licensees of the original inventor of Neon Tubing, Georges Claude, of Paris, and are the pioneers of Neon lighting in the Far East.

Near Monopoly

They hold practically a monopoly in this line in the China market. With its more than 3,000 **Claude Neon** signs, the Shanghai skyline at night is ablaze with color and animated displays. The newcomer to the port is immediately struck with the progressive spirit of Shanghai and can hardly believe he is not in New York, London or Paris. The four largest department stores on Nanking Road are

outlined in Neon color to the highest towers, as well as using Neon window displays and departmental signs throughout their entire buildings. All over the town, cinemas, cafes, cabarets, hotels, restaurants specialty shops and public buildings in general use **Claude Neon** lights, as the best method of distinctive and trade-drawing advertising. In fact there is hardly a smaller shop or office which does not display at least one Neon sign. Luna Park, Shanghai's Coney Island and playground of the Far East, utilizes many thousands of feet of Neon tubing.

The number of lessees is constantly increasing. It is now an established fact that **Claude Neon** lighting is the most effective way of modern advertising, due to the variety of beautiful, attention-compelling colors and designs and the possibility of adapting this efficient advertising medium for any purpose and for any line of business. Clients who once use it, as is shown in thousands of renewal contracts, continue to do so and certainly never return to the old-fashioned system of electric bulbs.

The Shanghai plant of **Claude Neon** Lights, Federal Inc., U. S. A., employs some 200 well-trained and experienced workmen. The factory itself is the last word in modern equipment and has 28,000 square feet floor surface.

The Art Department is in charge of Mr. C. P. Danilevski, graduate of Pennsylvania Academy of Fine Arts, Philadelphia, Pa., U. S. A., and University of Pennsylvania, Philadelphia. The original patented designs of the Art Department are one of the main reasons why **Claude Neon** lights prove this to be the

most effective and dignified medium of modern advertising.

It is rumored that it is proposed to establish a separate subsidiary company in Bangkok for the local production of **Claude Neon** products that their sales may be promoted throughout this territory.