

Bus-Stop Signs Of New Design Erected Locally

Illuminated Pillars Of Attractive Design Installed

One of the most marked and up-to-the-minute improvements to be introduced in Shanghai for years, and one that already is proving very useful and popular with the public, is the new illuminated sign-pillar recently installed at the bus stop near the British Consulate on the Bund.

It is one of the few stops clearly visible to passengers boarding or leaving the buses on this route, for it is easily sighted a hundred yards distant at any hour of the day or night, a convenience that is particularly welcome these spring days when the old sign discs are hidden from view by the leafy trees.

The Art Picture Advertising Company, 20 Museum Road, a progressive firm that has been doing business in Shanghai the past five years, was the first to acquaint the public with this attractive and very useful form of sign post which has been successfully used the past six or seven years in Berlin, Paris, London and other cities of the Continent. They propose erecting 150 of these illuminated pillars at all sectional bus stops in the International Settlement, extending from Yangtsepo to Connaught Road. When this installation is complete, the community at large will benefit greatly, while tourists also will find them a great help in determining their bearings and destinations.

No expense has been spared in making this bus-stop pillar attractive and substantial. The actual construction and electrical fittings are by Anderson, Meyer & Co. the metallizing by Arts & Crafts, while the glass plates are by the Kailain Mining Administration and the lamp by Phillips' China Co. The Public Works Department arranged for the installation.

In the upper squares of the pillar are clearly indicated the bus fares and routes, visible all through the night as well as the daytime. Other squares are devoted to attractive advertising, placed by means of photographic transfers, hand-colored on porcelain plates.

It is hoped that all sectional bus

stops may soon be equipped with this form of sign-pillar, which is so easily distinguishable and which is proving of inestimable value to the public who are dependent upon auto-bus transportation.