

NEONLITE SIGNS.

Opening of a Hongkong Factory.

ASSURED OF ORDERS.

The announcement that the China Neonlite Company has opened a factory in Hongkong for the manufacture of the attractive electrical signs, which have appeared recently here, is of special local interest, as it is the first establishment of its kind in South China.

Those who have travelled the world within the last few years, will be familiar with the latest type of illuminated sign which has been made possible by the invention of the "Neon" tubes. As an illuminant, it is not only effective, but dignified, and has been described as a living flame, and yet it is fireproof. The luminous tubes are bent into shapes of letters or characters, and although the light is surprisingly brilliant, one of its most valuable characteristics is that it does not impose any strain on the eyes.

Its light penetration is the greatest known, and it is the only light which remains visible through fog. It has successfully been employed on aeroplane routes and aerodromes in many parts of Europe and the United States, and it is being used for lighthouse beacons and ship identifiers on vessels plying the English channel during dense fogs.

It is becoming popular in Hongkong and throughout China, and the factory here is already assured of many contracts to keep the staff and plant occupied for some time.