

# Monster Neon Sign Reveals Faith In City

## "Beehive" Light Display Said Second Largest Structure In World

The faith of business leaders in the future of Shanghai is expressed in the new spectacular Neon "Beehive" sign—the largest in the Orient and the second largest Neon sign in the world—advertising Patons and Baldwins Knitting Wools. This new display, reaching a height of 120 feet from the side-walk, has been installed by Claude-Neon Lights, at the corner of Avenue Edward VII and Yu Ya Ching Road. Thousands of people throng this area, which is rapidly becoming the busiest cross-section of Shanghai's daily life.

The history behind the sign is a romance itself. One hundred and thirty-five years ago early in the year 1785, James Baldwin started a small wool washing and fulling business at Halifax in England. Early in the career of this firm, the trade-mark "Beehive" was adopted for its highest quality knitting wools, and later the Hall-Mark "B.B." was added to distinguish all the productions of the firm. This "B.B." mark stood for "Britain's Best" and so strongly has this remained the guiding principle behind the direction of this old concern that it has come to mean "World's Best."

As the years passed, the company adapted itself to the varying demands of each succeeding generation of women and has been rewarded by their trust and confidence in its wares which have in turn, caused it to expand into a vast organization known as Patons and Baldwin, Ltd. Today with factories in many parts of Britain, Canada, the U.S.A., Tasmania and China, and with warehouses and agencies all over the world directly employing over 8,000 men and women in 11 different countries, the "Beehive" and "B.B." marks are known by every nationality and race to mark the best knitting, rug and tapestry wools in the world.

### Household Word

For many years "Beehive" has been a household word in China and when the Company's Shanghai factory was opened in 1934 giving employment to 1,015 Chinese and foreigners, "Beehive" Wools became a luxury within the reach of every purse. This old firm with a youthful and elastic mind has confidence in the future of China and of Shanghai its greatest city and the huge sign is an expression of this faith.

The entire installation is a facsimile of the "Beehive" trade mark. The center section shows the Bee-

Advertising both the excellence of their product, the famous "Beehive" brand wool, and their faith in the future of Shanghai, the great wool spinning firm of Messrs. Patons and Baldwin have had constructed by Claude Neon Lights, Federal Inc., U.S.A., the second largest Neon sign in the world. Facing the intersection of Yu Ya Ching Road and Avenue Edward VII, the monster display has become an outstanding addition to the city's nightly blaze of electric signs. The sign is shown above as it appears by day and night.

bees being mounted on the main sign. Over 1,100 feet of Claude Neon golden tubing and over 1,000 feet Claude Neon white tubing were used for the outlining of the 43 Bees, together with 43 15,000-volt transformers.

The design of the main section is carried out by the use of over 1,300 feet Claude Neon tubing, in red, blue, light and dark green, white and golden flashing colors. Flanking each side of the main sign, and on top, appear two Chinese characters, meaning "Honey Bee", and four, each 10 feet in height, meaning "The King of Knitting Wools". Below the sign are three other characters each seven feet high, giving the Chinese name of the trade-mark, all outlined in Claude Neon orange red tubing.

The entire installation was installed on a structure designed by Malcolm and Company. It consists of five panels, three center panels reaching a height of 115 feet, and the two side panels a height of 90 feet, with an overall width of 60 feet. To construct the structure over 41 tons angle iron, gusset plates, rivets, etc., were used, and over 2,500 cubic feet of reinforced concrete for the necessarily strong foundation to ensure absolute safety.

Claude Neon Lights, Federal Inc., U.S.A., constructed this spectacular



display and has charge of its operation. Mr. C. P. Danilevsky, Academy of Fine Arts, U.S.A., designed the design for the display. It was sold by Mr. W. Krause, Manager of the Art Department, and a graduate of the Pennsylvania Manager.

# READY MONDAY!

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