

San Francisco is typical, and to walk through the streets on any evening at any time before the theatre crowds have gone home one is almost dazzled by the innumerable signs. By day they are nothing but a combination of colored tin and bulbs, but at night when the dark background makes the lights stand out clearly on every hand and a silent, yet glittering appeal to the public is being made, one realizes the extent to which Americans use the electric current for advertising purposes, and to what expense they will go to create something new and novel in this field. Some of these signs stand out clearly in the picture of Market Street at night. The electric display outside the Strand theatre is a case in point.

Flood lighting, as it is called, is a scheme for covering a building or a signboard with beautiful white light from a concealed source. It was used extensively in the exterior lighting of the buildings



Fig. 5—A Night Picture showing the effect of Flood Light Projectors.

at the Exposition and has become very popular in America. The main feature is the manner in which it brings out the architectural beauty and details of buildings.

In signboard illumination the light source is hung out over the sign and the reflector mounted at such an angle that the light source is concealed from the eye, while the illumination is of such intensity as to cause the sign to stand out prominently without too much glare being reflected from the painted surface. This type of advertising is very popular and is used over all big billboards for advertising theatres, various products, and the like. They are sometimes mounted high up on the walls of buildings or on roofs of low buildings, but generally are erected on vacant lots.

The advantage of the flood lighting of buildings is to give a satisfactory illumination without the expense of wiring and outlining the structure with electric lights as was previously the custom, and

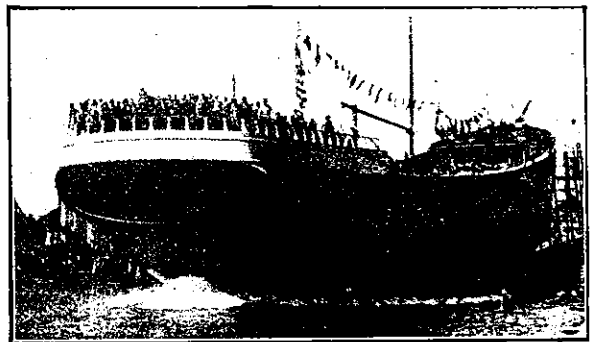
without the harm to architectural features sometimes caused by the latter method. The method employed is by projectors situated on the roofs of other buildings, sometimes a considerable distance away.

These projectors are very powerful and are capable of covering a fair sized area of wall surface per unit, while a searchlight, which is similar to the projectors, gives a highly concentrated intensity of light an extremely narrow section. The illustration Fig. 5, is a night photo of a prominent building in Oakland, California, lighted by flood lighting projectors.

In conclusion I would say that these elaborate systems, using as they do enormous quantities of electric power are made possible more or less by the utilizing of water power for generating cheap electrical power. When we compare New Zealand with California and note the water power possibilities of New Zealand comparing favorably with the latter country, which is very far advanced in hydro-electric power production, we can realize what an enormous aid to progress is lying latent in our streams and rivers.

The Return of the Wooden Ship

That American has made up its mind for war is quite obvious to any reader of an American newspaper. A little time back we had cable advice that America intended to build a fleet of a thousand ships with auxiliary power for the Atlantic merchant service. This original intention has been changed, and now only a few hundred ships are projected—the rest are to be built of steel.



LAUNCHING THE "CITY OF PORTLAND."

The first of a Fleet of Wooden Ships with internal Combustion Oil Engines being built in America.

On this page we illustrate the launching of the "City of Portland" the first of a new type of wooden ship being built on the Pacific Coast of America. She is equipped with internal combustion oil engines, and a schooner rig to take advantage of the winds. This ship may be termed the mother of motor ships on the Pacific, having been launched on April 8, 1916, after six months actual construction time, and put into the service of Charles McCormick and Company, of San Francisco and Portland. A five-masted auxiliary schooner 278 feet over all, with a beam of 48