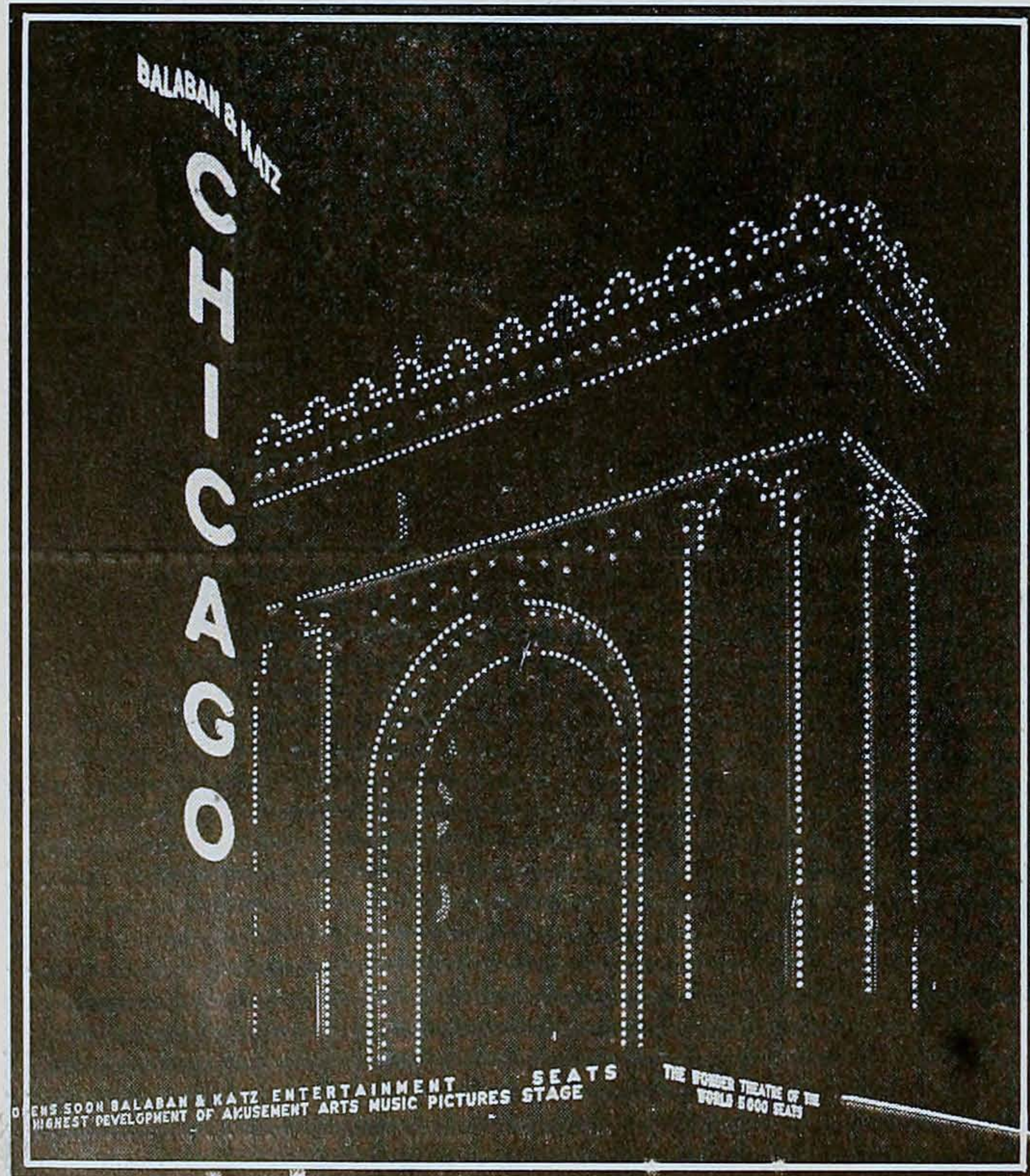


# Sign With 6-Foot Letters



The electric sign on the new Chicago Theatre is one of the largest hung on any theatre. It measures seventy-four feet from top to bottom and seventeen feet in width. A total of 2874 sockets are used in the construction, holding 75-watt lamps in the letters and 25-watt lamps in the border. The entire display is made of highest grade galvanized sheet iron, the face plates being 20-gauge, the interior efficiently braced and supported with steel angles and channel irons. Special cantilever construction has been used in attaching the sign to the wall of the theatre, a method which has made it possible to do away with the wind braces.

The main portion of the sign consists of the word "CHICAGO," spelled in six-foot letters, extra deep grooved, to take care of special lamps used. Above is "Balaban & Katz" in twenty-four inch letters, and a four-line attraction border with alternating action goes around the display.

The sign is more massive than would be apparent from its braces, as it weighs over seven tons.

In action, the letters C-H-I-C-A-G-O spell on, burn steady, flash off and then come in solid.

A part of the job is the four single-faced attraction panels, containing two rows of ten-inch changeable letters of special groove type. A continuous high-speed spectacular border goes around panels.

The strength of this sign is such that it absolutely dominates State Street from Lake Street to Van Buren Street and is even visible beyond the confines of the Loop. But all the brilliance of State Street only serves to emphasize the super-brilliance of this crowning achievement in sign construction. The sign was made and installed by the Thos. Cusack Co.