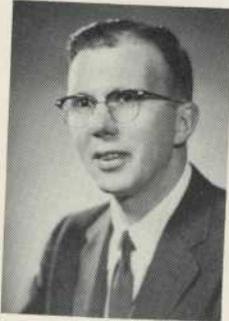


Volume 16 No. 9

argus eyes

June-July 1959

Talking About Argus



.. with
Clint Harris

WE ARE MAKING PROGRESS

The first results from the price reductions and the intensive promotion and sales effort on the C3 line have been encouraging. We are increasing C3 production to meet the high current demand and our new forecast for the rest of the year. It is too soon to be completely sure that a higher level of C3 sales can be maintained, but we must meet our current demand as well as have cameras available for the increased forecast. Certainly the Sales Department is making and will continue to make an all-out effort to meet the new forecast.

We may encounter a problem in 35mm camera sales later this year. Foreign cameras appear to be piling up in the inventories of the retailers, distributors and manufacturers. If this continues, there may be some heavy dumping and price-cutting that could affect our sales.

The new projector promotion, which started June 1, is off to a good start. This promotion is based upon free magazines with each projector. Projector sales in June have definitely improved over the rather disappointing results in several previous months. With the Christmas selling plan due to start in August, we can expect good projector sales for the balance of the year.

COST IS OUR KEY TO SUCCESS

We must not lose sight of the fact that we have increased our sales by reducing our prices. Even the projector promotion with free magazines is equal to a 5% price reduction. The only way that we can be successful with this strategy is to keep our costs under control. We should not mistake our increased activity for automatic success and good times. Our new competitive prices require that we make substantial increases in production without increasing our overhead.

NEW PRODUCTS ARE MAJOR CHALLENGE

Now that we are achieving improvement in the sales of our older products, our major problem is to get our new products into successful production. The M500 movie projector and the President still projector are making progress although we are still experiencing the annoying delays and difficulties that are a part of starting production of any new design. The Match-Matic movie camera is also making progress. The next big challenge will be to get our important new "electric eye" cameras, both still and movie, into production this fall. These cameras are vitally important to our future.

We are now in a position to say that by maintaining the new higher level of sales on our current products, by meeting our schedules for producing our new products and by holding the line on overhead costs, Argus can recover from the poor start we got this year and look forward to a good year in 1960. It is up to every one of us.

ARGUS PRODUCT WINS TOP NATIONAL DESIGN AWARD

Our Cinetronic Electric Eye Movie Camera has won the highly-coveted Industrial Designers' Institute (IDI) Design Award as one of the three best-designed industrial products in the country. Our proud congratulations, loud and clear, go out to Harley Earl Associates of Warren, Michigan, our designers - and more specifically to Messrs. Fred Hertzler, Ray Grosso, and Dominic Saporito of that company, and to Tom Heermans and Martin Renger of Argus, who also worked in the design development.

The IDI Design Award has been given annually for the last eight years. As in the past, this 9th Annual Award was selected by outstanding members of various industrial engineering groups. Since no more than three awards are given each year, our Cinetronic Movie Camera places itself in an exclusive position among modern industrial designs.

An award luncheon, covered by the nation's press, was held in Chicago on June 18th. Members of Harley Earl Associates were present to accept this outstanding award. Our own Dick Wilson (see photo) was on hand for the presentation.



"OPERATION VACATION"

TAKES OVER AT ARGUS WITH VARIED PLANS FOR FUN AND RELAXATION

Now, and during the coming summer months, Argusites will be on their merry vacation ways at home, on the road, throughout the United States, and even as far away as Europe. Plant shutdown and scheduled vacations are set for the last two weeks in July, starting the 20th.

According to a survey of Argus families, 20% of us are planning to have a great time right here in Michigan, taking advantage of the beaches, lakes, and fishing in the Water Wonderland. Another 20% are staying in town to move into new homes, repair old ones, play golf...or just relax. But at the other extreme, Eric Soderholm is enroute to Sweden, and Betty Towell is planning to visit the Isle of Mann and London.

Florida, Tennessee, and West Virginia are some of the "you-all" spots slated for Argus visits; and Hollywood and Disneyland are the West Coast pleasure targets for others. On the East Coast, New Jersey, Pennsylvania, and the glamour of New York City are in mind for still others.

Probably the most unusual vacation is planned by Will VanDyke and his wife, Betty. They're heading for Niagara Falls as "chaperones" for the 7 years belated honeymoon of "newlywed" friends.

Wherever or however you plan to spend your vacations, we strongly urge you to do two things for sure - pack up your troubles in your ole' kit bag, and have fun!



AND AWAY WE GO!

Sales Report



by Carlos A. Chapman
Merchandising
Manager

When I first met Jack Riggs, I was struck by his ability to put a man at ease. It's always a little hard to get over the first hurdle of meeting new people, but Jack made it seem as if he'd known me for a long time. After working with him for a little over two months, I am equally impressed by his ability to get things done. He's moved into his job quickly, thoroughly, and decisively.

A native of West Virginia and a Business Administration graduate of Marietta College in Ohio, Jack brings to Argus a wealth of sales and merchandising experience. He came to us directly from Westinghouse where he served as District Manager for their Appliance Sales Co. in Detroit. In fact, Jack has enjoyed ten years of prestige and service in various

Editor's Note:

At work, no one knows a man better than somebody who has worked closely with him. For this reason, we have asked Carlos Chapman to introduce Jack Riggs, our new Vice President-Marketing.

sales-marketing capacities. He is also a member of the Engineering Society of Detroit and Detroit Electric League.

One of Jack's first achievements at Argus has won him the title, "The Solid Dollar Man." It was Jack who put the C3 back in the running against our competitors. He revitalized C3 sales with his "Solid Dollar Opportunity" program integrated with a special discount feature. It's this kind of sales and merchandising thinking that comes from a man who has worked in other industries and can apply his insight and experience to an industry such as ours.

I was also delightfully surprised to learn that Jack is a team man. He has met and worked with most of the men in his area and, to a man, we find him cooperative and easy to work with. A part of his "easiness" comes from his great enthusiasm for the camera and photographic field. He feels there is a great sales potential in our industry. What with more and more people finding new leisure, he believes that cameras and photography can play a major role in giving people new interest and relaxation as well as giving them a way to express themselves personally.



J. Jackson Riggs
Divisional Vice President
in charge of Marketing

If I can wind up this quick introduction with a couple of remarks off the cuff, I'd like to say that with Jack Riggs at Argus, we're not going to be taking a back seat to anybody in sales and marketing. All we need to do is keep giving him a quality product, and he'll give us quality sales.



MARK YOUR CALENDAR!

Don't forget the Argus Recreation Club Beer Picnic to be held at German Park on August 15 - 8:00 to 1:00 P.M.

Admission - \$1.00 per person.

Tickets can be purchased from your Recreation Club Representative.



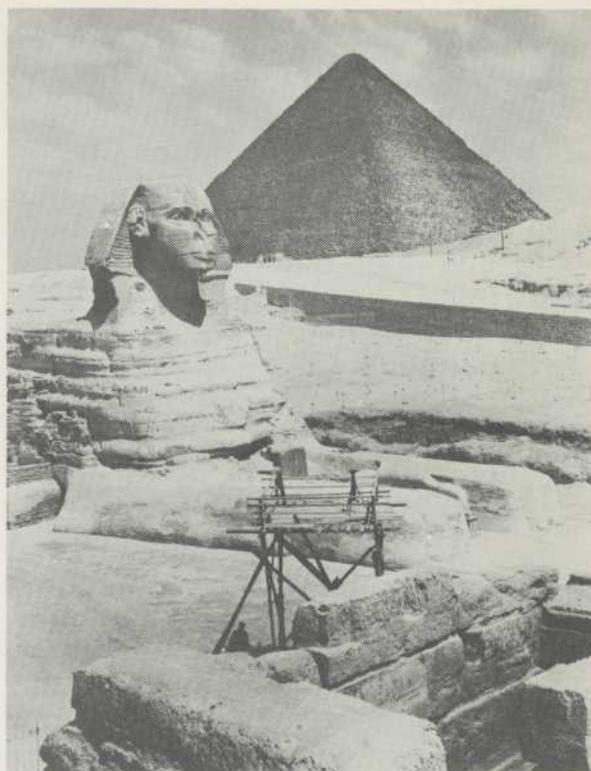
JAYCEE MAN OF THE YEAR

Charles H. Clauson, Accounts Payable, received the Jaycee Man of the Year Award at a joint installation dinner dance held at the Elks Club on June 6. Chuck was presented a trophy (see photo) which he will keep for the next year. In addition to his honorary title, he has been elected to the Board of Directors of the Junior Chamber of Commerce. We're proud of you, Chuck!

IN MEMORIAM

We extend our sympathy to the family of Kenneth G. Hoyt, who passed away May 20 after a brief illness. Ken came to work in our Tool Room in March, 1956.

A 40-foot high camera platform stands dwarfed by the giant Sphinx and the Great Pyramid. Four thousand Sylvania Press 25 flashbulbs were used to illuminate the Pyramid; twenty-five hundred more illuminated the Sphinx, camel caravan, and Egyptian temples and tents that appear in the "Big Shot."



View of Pyramid, Sphinx and Camera Tower from Pharonic Temple.

ARGUS C44 USED IN LARGEST FLASH PHOTOGRAPH IN HISTORY

A sun-like burst of light from the Great Pyramid of Cheops on the rim of the Sahara Desert has produced the eighth in a series of Sylvania "Big Shot" photos... night pictures of large areas illuminated by a huge number of flashbulbs. Nine cameras of various sizes, each loaded with a different type of film, were used to record the desert scene which includes both the Great Pyramid and the Sphinx. The Argus C44 was selected for the important 35mm color-slide version of the photograph because of its high precision lens and its over-all reliability.

Standing higher than a 40-story building, the Great Pyramid covers nearly 13 acres. At the base each of its four sides is bigger than two football fields. To light this giant, it took a battery of 6,500 flashbulbs extending from the 450-foot peak to the foot of the Sphinx one quarter mile away. This light burst, powered by a series of synchronized circuits requiring 14 miles of wire, is equal to the light produced by more than 8,000,000 ordinary 60-watt household lamps. More than 2,500 persons witnessed this now-famous night shot, including officials of the U. S. Embassy and representatives of world news sources.

The picture was engineered by a three-man Sylvania team, headed by photographic lighting engineer and technical director R. B. Martenson, and including Otis R. Lail and Thomas E. McCarthy. Taken on the night of May 24th in cooperation with Popular Photography and the United Arab Republic, the photographic event climaxed a month of Pyramid-scaling preparations by the Sylvania team. They were assisted by a 20-man crew of Egyptian workers. Joe Covello, widely known New York photo-journalist, was the official photographer.



Egyptian Guide trying out Argus Rapid-Wind C44 with Telephoto Lens and Turret Viewfinder.

ABOUT THE COVER

The Egyptian cameraman shown on our cover is shooting with our C44 while astride a camel. A LIFE picture story features the "Big Shot" photograph.



By designing these fixtures and die sets (upper portion of photo) for use with one air press, the Tool Engineering Department reduced the assembly area for producing these parts (lower portion of photo) to one station area, cut tooling costs in half, and eliminated operator fatigue and human error.

TEAMWORK, INGENUITY, QUALITY = TOOL ENGINEERING DEPARTMENT

Our Tool Engineering Department works as a team, creates unique tool applications, and aids us in making quality products at the lowest possible cost.

So a new Argus product has been planned and designed. On paper, it's ready to go into production. The next question is: "How do you get it produced economically and with quality?" A large part of the answer lies with the Tool Engineering Department. Part prints for the new product are sent to this department where Chief Tool Engineer George Harden and his teams of experts review them, analyze them, and then determine how best to make the product. A Purchase-Make decision is made at a meeting of members of the department and other department heads. This decision determines what parts can best be purchased from outside suppliers and what parts require special tooling. At the same time, the gaging of each part is reviewed carefully to make sure the necessary quality will be maintained. Some tools cost as high as \$25,000 and, at these prices, the department is always looking for ways to cut cost corners and still come up with a quality product.

If the making of a part requires special tooling the Tool Engineering Department designs the tools to do the job. It is here that the special skills and ingenuity of department team members come into play. For example, the camera setting graduations on thin walled parts are usually engraved at great expense, but Al Bethke, in cooperation with one of our suppliers, developed a process and tools that now precisely mark these parts during the machining operation—saving a number of operations and reducing cost.

Many of the department's unique tool designs have gained national recognition in many nationally known tool engineering magazines.

The Tool Engineering Department also writes the processes and routings for all operations that produce the parts, including assembly. These engineering "road maps" guide the performance of all operations involved in putting together an Argus product. To say the least, these "road maps" influence schedule, budget, work-time, and even help determine market price for each product.

Throughout its function in the company, the Tool Engineering Department has enjoyed a long reputation for getting a quality job done at the lowest cost. As Al Bethke puts it, "Many times the tooling and equipment necessary to build a product are standard pieces, but we're always looking for new ways to do the job more efficiently and at less cost. Then, we conjure up a plot." The plot he speaks of may range from a machine for generating scallops in knobs to a precision gage that measures hard-to-get dimensions.

The wealth of engineering experience in the department reaches as high as twenty-five years, but this is only part of the story. The ideas and concepts put into practice suggest a creativity that can come only from people who have developed the ability to think and work imaginatively.



Project Engineer Don Hochgreve (left) and Harry Bates, Engineer (center), considers a stamping technique explained by Chief Tool Engineer George Harden.



Asst. Chief Tool Engineer Al Bethke (right) "conjures" up a spindle plot for the serious amusement of Engineers Harvey Bennett (left) and Clifton Rowland.



Project Engineer Loyal "Skinny" Crawford (left) discusses an assembly problem with Methods Mechanic Bill Betke (center) and Engineer Paul Minnis.



Engineer Victor Warren (seated) checks a design problem with Specification Writers Hector Haas (center) and Vernon Peterson.

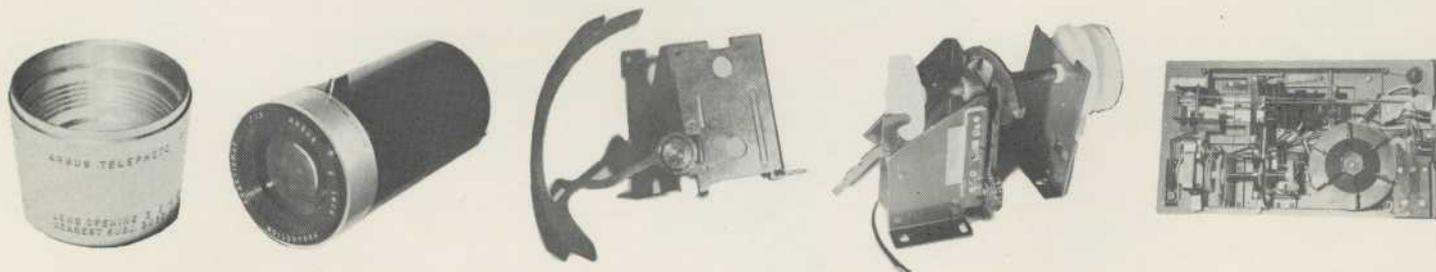


Stenographer Joyce Conklin (seated) and Clerk Typist Shirley Chumbley study a job order sheet.

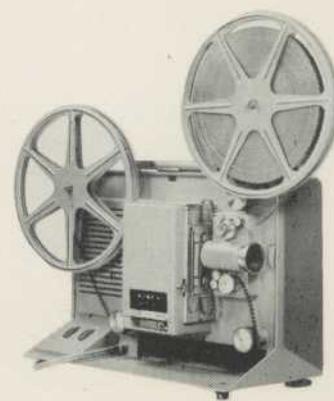
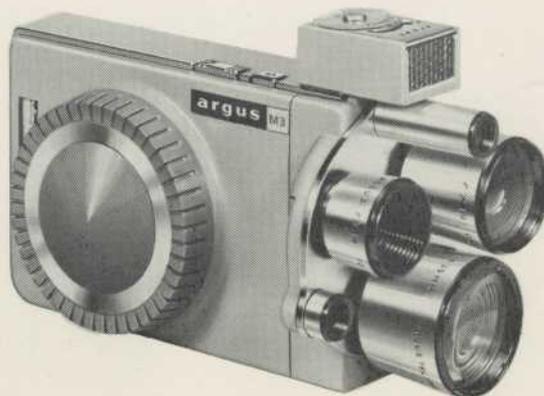
The tool engineering department designs and specifies the equipment and processes . . .



To make the parts . . .



That form our products . . .



Congratulations to Argus Graduates

1959 ARGUS COLLEGE GRADUATES



ROBERT CAMBURN
Cleary College
Bob is Administrative
Assistant in the Customer Service
Department



BEVERLY SUE GRAY
University of Michigan
daughter of Wilmot,
Shipping



NANCY HAGUE
Eastern Michigan
College
daughter of Wilma,
Planning

HIGH SCHOOL GRADUATES

BARBARA BACK
Ann Arbor High School
daughter of Walter, Machine Shop
Winner of Argus Scholarship to
Eastern Michigan University



RONALD E. KELLY
East Jackson High School
son of Wilho, Inspection



DONALD E. BARSANTEE
Ann Arbor High School
son of Bob, Inspection

FREDERICK W. PARDON
Ann Arbor High School
son of Virginia Birney, Advertising



KAREN J. CLARK
Stockbridge High School
daughter of Don, Machine Shop



NANCY E. REGER
Milan High School
daughter of Frank, Tool Room



RICHARD DANNER
Ann Arbor High School
son of Art, Machine Shop

KARL SCHNEEBERGER
Ann Arbor High School
son of Ernest, Timekeeping



BONNIE DESBROUGH
Ann Arbor High School
daughter of Dorothy, Camera Assy.



DAVID SCHNEIDER
Ann Arbor High School
son of Reinhold, Maintenance



PATRICIA HARRIS
Ann Arbor High School
daughter of Clint, Genl. Admin.

DIANE WRIGHT
Grass Lake High School
daughter of Frank, Projector Assy.



JANICE HOLCOMB
Ann Arbor High School
daughter of Gertrude, Maintenance



SCHOLARSHIP WINNERS



KATHLEEN FIKE
Ann Arbor High School
daughter of Bill, Tool Room
Winner of Argus Scholarship to
The University of Michigan

PATRICIA LEGGETT
Ann Arbor High School
daughter of Dick, Genl. Factory
Winner of Argus Scholarship to
The University of Michigan



JENS-PETER KEMMLER
Cass Technical High School-Detroit
son of Johanna, Accounting
Winner of scholarship to School of
Interior Design, New York City



SUSAN SMITH
Ann Arbor High School
daughter of Henry, Engineering and
Rosie, Camera Assembly

BE PREPARED TO SAVE A LIFE

With hot, summer days fast approaching, many of us will seek the cooling pleasures of beaches and lakes. At any time, however, in or out of the water, any one of us might be thrust into an emergency where the use of artificial respiration can save a life. We all wish that drownings and accidents would never happen, but we owe it to ourselves and our fellowman to be prepared to save a life through artificial respiration when we are faced with such a vital emergency. We can be prepared by learning and practicing the following basics of artificial respiration as outlined by the Washtenaw County Chapter of the American Red Cross.



IT IS ALL IMPORTANT THAT ARTIFICIAL RESPIRATION BE STARTED QUICKLY

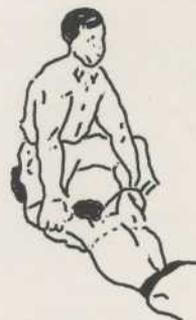
FIRST: Position of the Subject: Place the subject in the face down prone position. Bend his elbows and place the hands one upon the other. Turn his face to one side, placing the cheek upon his hands.



SECOND: Position of the operator: Kneel on either the right or left at the head of the subject, facing him. Place the knee at the side of the subject's head close to the forearm. Place the opposite foot near the elbow. If it is more comfortable, kneel on both knees, one on either side of the subject's head. Place your hands upon the flat of the subject's back in such a way that the heels lie just below a line running between the armpits. Your fingers should be downward and outward.



THIRD: Compression phase: Rock forward until the arms are approximately vertical and allow the weight of the upper part of your body to exert slow, steady, even pressure downward upon the hands. This forces air out of the lungs. Your elbows should be kept straight and the pressure exerted directly downward on the back.



FOURTH: Position for expansion phase: Release the pressure, avoiding a final thrust, and commence to rock slowly backward. Place your hands upon the subject's arms just above the elbows.

FIFTH: Expansion phase: Draw his arms upward and toward you. Apply just enough lift to feel resistance and tension at the subject's shoulders. Do not bend your elbows, and as you rock backward, the subject's arms will be drawn toward you. Then lower the arms to the ground. This completes the full cycle. The arm lift expands the chest by pulling on the chest muscles, arching the back, and relieving the weight on the chest.



The cycle should be repeated 12 times per minute at a steady, uniform rate. The compression and expansion phases should occupy about equal time; the release periods being of minimum duration.

Wedding Bells



Maureen O'Donnell Richards

MAUREEN O'DONNELL AND FLOYD RICHARDS, JR. WED IN MORNING CEREMONY

Maureen O'Donnell, daughter of Mr. and Mrs. Joseph O'Donnell, exchanged wedding vows with Floyd Richards, Jr. in a morning ceremony at St. Thomas Church in Ann Arbor on Saturday, May 2. The bride was attended by her sisters, Mrs. Marjorie Miller as bridesmaid, and Patty O'Donnell as flower girl. A brother, Terry, was ringbearer. Don Roos served as best man. A reception was held in the K of C hall in the evening before the couple left for a honeymoon in Florida.

(Maureen is the daughter of Joe O'Donnell - Final Product Control.)

BARBARA SMITH AND RAYMOND MOLLISON UNITED IN MARRIAGE

Barbara Smith and Raymond Mollison were married Saturday, June 13 at St. John's Church in Ypsilanti. A wedding breakfast was served at the bride's home following the ceremony. Barbara, a Junior at Eastern Michigan University, is the daughter of Don Smith - Engineering. The groom is from Detroit.

GEERLINGS-WATTERWORTH WEDDING HELD IN PRESBYTERIAN CHURCH

Mary Jane Watterworth became the bride of Edgar Allen Geerlings on Saturday, June 2 in the First Presbyterian Church.

The bride's parents are Mr. and Mrs. M. E. Watterworth of Linwood Avenue, and Mr. and Mrs. A. R. Geerlings of Zeeland, Mich.

Mrs. D. A. Bingel served as her sister's matron of honor with her daughter, Suzanne Bingel, as flower girl. Howard J. Geerlings performed the duties of best man for his brother.

A reception in the Curtis Room of the church followed the ceremony. The couple will reside in

LOYAL CRAWFORDS CELEBRATE 25th WEDDING ANNIVERSARY

Skinny (Loyal) Crawford and his wife entertained approximately 100 guests at a reception held at the Moose Lodge on Friday, June 19. A buffet dinner was followed by a mock wedding in which Skinny portrayed the bride and his wife the groom. We understand it was a "riot", and guests also enjoyed the dancing which ended the gala affair.

(Skinny works in Tool Engineering)

Mt. Pleasant following their honeymoon in Northern Michigan.

The bride is the daughter of Fran Watterworth, our plant nurse.

FAMILY CIRCLE *Carriage Preview*



BRIAN ALAN MERRELL
Born April 28

Weight 6 lbs. 14-1/2 ozs.
Father, Ralph Merrell - Service
Mother, Merriem, formerly worked in Service Dept.

DEBORAH LYNN HAWORTH
Born May 13

Weight 6 lbs. 14 ozs.
Father is Donald Haworth of Maintenance.

MICHELLE DENISE MASSEY
Born April 18

Weight 7 lbs. 5-1/2 ozs.
Father, Orville Massey, Machine Shop.
Mother, Shirley Massey, formerly of 75 Camera Assembly.

Arnold Macdonald, District Sales Manager in the Boston area, is the father of a baby boy born June 4, weighing 8 lbs. 2 ozs. Sorry we don't have the baby's name as we go to press.



CHERYL ANN HARRISON
Born June 11

Weight 6 lbs. 12 ozs.
Grandmother is Sylvia Nicholson, Camera Assembly.

TERRI LYNN NABB
Born June 12

Father, Harold Nabb, Lens Grinding

LEE DAVID WETZEL
Born June 16

Weight 8 lbs. 3 ozs.
Father is Bill Wetzel, Jr., formerly of Engineering
Bill Wetzel, Sr., Model Shop is proud of his first grandson.

RICHARD BRADLEY CLAUSON
Born June 13

Weight 6 lbs. 10-1/2 ozs.
Father, Chuck Clauson, Accounts Payable, has two other children - both girls.

BOWLING BANQUETS WIND UP GREAT SEASON



TOP WOMENS' BOWLING TEAM

Martha Luckhardt Evelyn Geiger
Inez Flint Rachel Rodriguez
Georgia Betke



FIRST PLACE MEN'S TEAM ARGUSNOTS

Carl Rothfuss
Don Ray
Don Dempsey
Dick Ross
Marv Geiger



Final Bowling Standings

WOMENS' LEAGUE

	<u>Won</u>	<u>Lost</u>
Lucky Strikes	78-1/2	49-1/2
Big D's	69-1/2	58-1/2
Argusettes	68-1/2	59-1/2

High Individual Game -	
Evelyn Geiger	221
High Individual Series -	
Evelyn Geiger	530

MEN'S BOWLING

The annual Men's Night Shift Bowling Banquet was held this year at Farm Cupboard, with plenty of food for those who attended.

The American Auto Accessories team, with Gene Rohde as Captain, were the League Champions.

Men's Golf

WEDNESDAY LEAGUE

	<u>Points</u>
1. T. Loy	43
N. Bandrofchak	
2. G. Rogers	42
P. O'Neill	
3. W. Armstrong	40
D. MacPherson	
4. J. Kerns	37
J. Jacksy	
5. M. Howe	35
G. Conn	
6. H. Hall	32
H. Hale	

THURSDAY LEAGUE

	<u>Points</u>
1. R. Moore	58
J. Fraser	
2. G. Rossbach	48
T. Spitler	
3. R. Bullis	44
B. Betke	
4. J. Thompson	43
L. Schwanbeck	
5. R. Isaacson	39
J. Borgerson	
6. N. Navarre	38
R. Leggett	

NOTICE

The Men's Golf Banquet will be held at Morey's Golf and Country Club, Milford, Michigan, Saturday, August 29, at 6:30 p.m.

argus eyes

Published every other month for the employees
of Argus Cameras and their families
Coordinator - DOROTHY HAARER

REPORTERS: Machine Shop - DOROTHY LIXEY, Purchasing -
EDNA RACICOT, Timekeeping - BETTY SHATTUCK, Maintenance -
TOM WESTFALL, Engineering - KAY WALKER, Manufacturing
Engineering - HECTOR HAAS and CAROLINE BANNAN, Tool-
room - BILL FIKE, Accounting - CAROL WHITE, Service - THEL-
MA BURKE, Suggestion Office - ART PARKER, Camera Assem-
bly - THRESSEL CONLEY, Sales - LOIS HOWELL, Paint Shop -
ETHEL HUFFMAN, Night Shift - CONRAD GANZHORN, Shipping -
MARY JANE ALEXANDER.

Feature Writers: Clint Harris,
Don Crump, Andy Argus
Photoprinting: Jan Gala
Photography: Jan Gala

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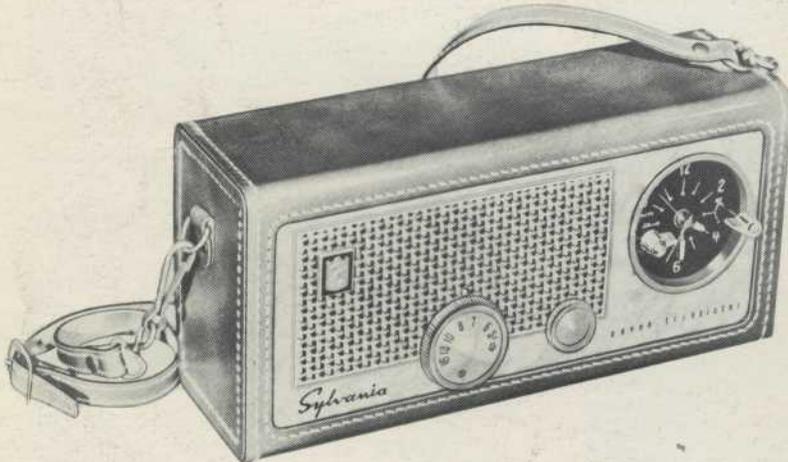
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SYLVANIA MARCH OF PROGRESS CONTINUES



LIGHTWEIGHT TRANSISTOR RADIO

"The Play Timer," Sylvania's spanking new 7-transistor portable clock radio, has just hit the market. Weighing only three pounds and featuring outstanding Sylvania styling and engineering, "The Play Timer" boasts peak performance with advanced printed circuitry.

The seven tiny transistors complement its compact, automated chassis which produces 1/4 watt of audio output. Its powerful performance provides high volume and minimum distortion. It also features an automatic wake-up and sleep switch; easy-to-operate up-front controls; a built-in ferrite rod antenna; a genuine steerhide case; and an adjustable carrying strap. Its tuning range is from 540 KC through 1620 KC, and it uses "C" size flashlight batteries for up to 500 hours of playing time.

"The Play Timer" is available in luggage tan or in a smart, outdoor, Sylvania Modern-Day color.

FURNITURE OF THE FUTURE HAS BUILT-IN ILLUMINATION

Imagine your bedroom warmly and pleasantly lighted without standing lamps, table lamps, or wall and ceiling fixtures, and you've imagined yourself into lighted furniture and the "Home of the Future." This is just what Sylvania Lighting Products has done in cooperation with Drexel Furniture Co. The only difference is that they've transformed this imagined picture into a striking reality.

The new, lighted furniture—created especially for the master bedroom of the Monsanto "Home of the Future" in Disneyland—features Sylvania Panaloescent lamps decoratively placed in shelves of a hanging-wall wardrobe and Sylvania Home-Line fluorescent lamps mounted in the bed headboard, wall vanity, and a unit of the wardrobe. Through electroluminescence—the excitation of certain phosphors placed in an electric field—the Panaloescent lamp, only .025 of an inch thick, produces light over the entire surface of the panel. Each lamp has an estimated 30,000 hours of useful life with no appreciable drop in light intensity. The lighted bed provides general room lighting as well as direct illumination for in-bed reading.

Duplicate models of the new lighted furniture—called "the ultimate in functionality and aesthetics"—were pre-viewed by the home furnishings trade at the International Home Furnishings Show in the Merchandise Mart, Chicago, the week of June 15th.

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