

Lighting Fixtures Achieve Status; Industry Growing

By REYNOLDS KNIGHT
The lighting fixture industry has emerged from the dark ages into a bright era of growing sales and public acceptance.

In industrial, commercial, residential and outdoor applications, lighting fixtures are achieving "status" as stylish, and even luxury, appointments. The result has been a steady increase in sales. This year they'll top \$600 million, a 10 per cent jump over 1961.

Biggest factors in the industry's growth are the development of new products and improved merchandising techniques since the mid-1950's.

UNTIL recently, fixtures were regarded as almost exclusively functional, although they were bedecked and adorned in various ways to de-emphasize their functionality. Now they are key elements in many a home's decorative plan. Sleek fluorescent fixtures have replaced the starkly bare light bulb even in factories; indirect "soft" lighting, dimming switches and other innovations have taken hold in offices; and diffused-light installations are commonplace in school buildings. At home, consumers are hanging imaginatively designed chandeliers, patio lights and other wall and ceiling fixtures. Even the common street light has had a face-lifting.

While plant construction booms, improvements in illuminating techniques, and style trends have had a hand in revamping the industry, most spokesmen agree the growth is long-term. Many predict that sales will double the present level by 1970.

'COMPUTERIZED' STEEL—A unique steel mill will begin production this fall. Sharon Steel Corp.'s new \$17.5-million plant at Farrell, Pa., will be the first in the U. S. to use a new Swedish-developed basic oxygen steel-making process, called Stora-Kaldo. It will also be the only "computerized" steel production facility in the world.

When the plant's two furnaces go into operation, they will be controlled by a digital computer — the only one ever used to produce steel. (About 12 process computers are used in steel plants, but for finishing work on ingots rather than for steel making.)

The computer, manufactured by Minneapolis-Honeywell Regulator Co., will automatically and continuously control the operation of the 150-ton-capacity basic oxygen furnaces. From data fed into it, it can calculate proper charge materials, monitor and control oxygen injection, position oxygen lances, control furnace rotation speed and actuate control elements for every heat of steel.

In addition, the Honeywell 290 — which has the capacity to control three steel furnaces simultaneously — will be linked directly to the steel company's electronic data processing facility to provide information on production scheduling, accounting and other functions. It will also compile statistical data and continuous records of process conditions during and after every heat.

MOON JEWELS — A large wedge of green cheese occupied a prominent place amid \$25 million worth of gems and jewels at the Retail Jewelers Assn. annual convention held in New York recently.

Besides the cheese, tektites — stones believed to be of lunar origin that are becoming popular in jewelry — and other rare ores believed to have come from other planets were also shown.

They provided background for displays of some of the scientific contributions made by U. S. jewelry and watch-making firms to U. S. moon flights and other space programs. Among these was a cube-shaped electronic timer now orbiting Earth aboard the Telstar communications satellite. The timer is a space-going version of the Accutron electronic timepiece developed by the Bulova Watch Co., Inc., one of more than 300 exhibitors at the convention.

That cheese? It was part of the moon-lore display, too. A note beside it explained that in 1542, according to Erasmus, appeared the first references

board contains a vinyl envelope filled with dark fluid, behind which is a multi-colored board; as children move a wooden mallet over the envelope surface, the colors on backing board appear through the fluid.

DENTAL AUTOMATION — Consumers can expect to find a rash of electric toothbrushes on retailers' shelves during the fall buying season. Three U. S. and several foreign companies have entered the auto-toothbrush derby already, and others are preparing to, according to latest industry reports. Prices, which have been around the \$20 mark, will drop sharply in coming weeks. One manufacturer expects to reach \$20 million this year. Another is hedging the market with a toothbrush that has gum massage, tooth polishing and stain removing accessories.

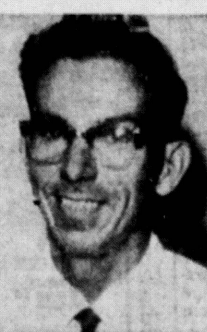
BITS O' BUSINESS — FHA-insured home improvement loans had their six per cent interest ceiling removed last

week; the move was made to permit lenders to get higher return on their loan investments, according to government sources. . . . Farm products marketed this year are expected to drop slightly in value for the first time since 1957; livestock market values will increase slightly. . . . Americans traveling abroad in 1961 spent \$515 million in transportation costs on foreign carriers alone, a \$25 million increase over 1960; U. S. carriers got 32 per cent of the foreign travel dollar — \$380 million.

Divers' Program Ends With Trip

About 100 boys and girls between the ages of 10 and 17 will climax their junior frogman program with a tour of Marineland Sunday.

The junior skin divers, trained in various parks in the county, will study some of the professional aspects of diving while at Marineland.



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