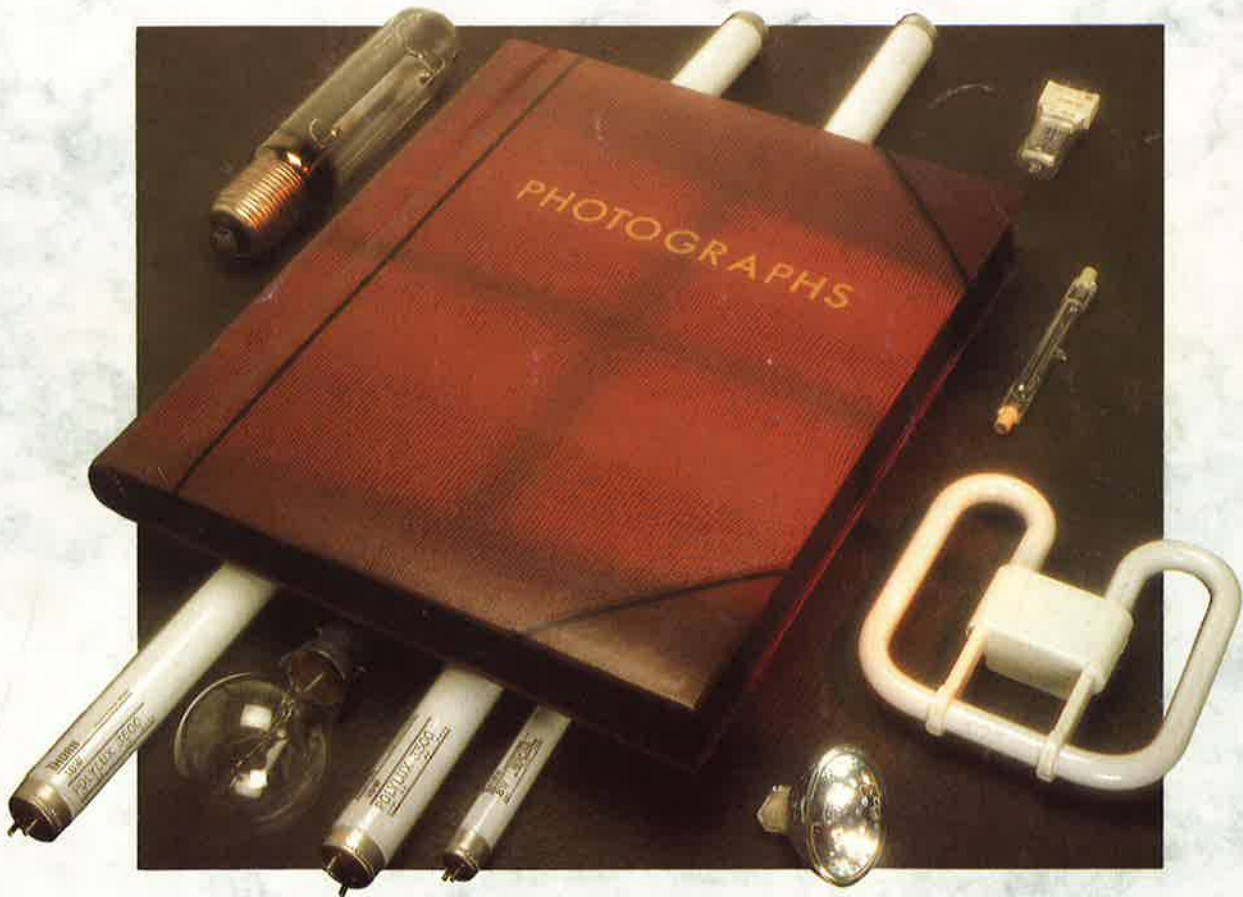


 **THORN LIGHTING**

THE FIRST SIXTY YEARS



A PHOTOGRAPHIC RECORD



From Atlas to Arcstream – a photographic record of 60 years of THORN Lighting. On 29th March 1928, Jules Thorn started the Electric Lamp Service Co Ltd. In sixty years it grew from a small lampworks to THORN Lighting, a large international company with a reputation for lighting solutions, lamps and fittings. Technological innovation, acquisitions, manufacturing know-how and a quest for customer quality guided its development.



THE STORY STARTS

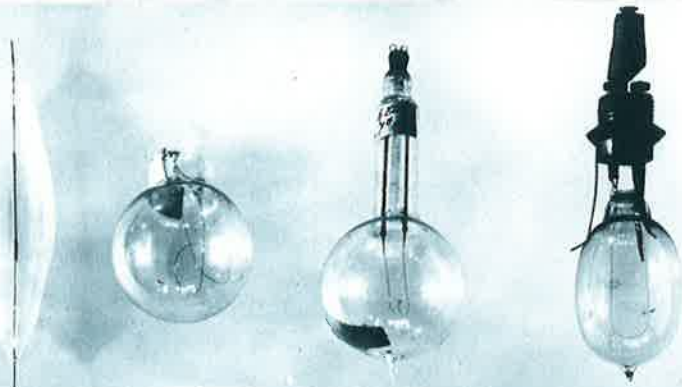
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Jules Thorn

Jules Thorn, a tiny man with sharp, restless brown eyes established the Electric Lamp Service Co Ltd, selling filament lamps at below 'ring' prices. Sir Joseph Swan's carbon lamp was just 50 years old.

PUTTING ATLAS ON THE MAP



EARLY SWAN LAMPS.



Typical early industrial installation of tungsten lamps. The average selling price was around five shillings.



MODERN CARBON FILAMENT LAMP



MODERN SINGLE COIL TUNGSTEN FILAMENT LAMP.



MODERN COILED COIL TUNGSTEN FILAMENT LAMP.



Business was threatened in 1932 as supplies dried up. Despite City advice to the contrary, THORN went ahead and built a filament lamp factory in Angel Road, Edmonton in North London. It was a rather rough-and-tumble concern called the Atlas Lampworks.

STARTING THE FAMILY



Company staff in 1934. In the years that followed, Jules Thorn built up a loyal and hardworking team – men like Freddie Deutsch, Arthur Shier, Tommy Holmes, Willie White and Ron Davies.



By 1936 the business had won sufficient confidence to form a public company and THORN Electrical Industries was floated. The 5/- shares issued at 11/3d each were over-subscribed 36 times. The head office was established at 105/109 Judd Street, London WC1 rented from the Salvation Army.

At this time the 'pearl' lamp was just being introduced by long established lighting companies such as the British Thomson Houston Co Ltd (Mazda); Thirty years later it would become part of the THORN Group.

34

Cunard Christmas Number 1931

MAZDA
LAMPS

Beauty enriched by Light

Made in England by The British Thomson-Houston Company, Ltd.
Used by The Cunard Steam Ship Company, Ltd.

The advertisement is a full-page spread in a magazine. It features a central illustration of a ballerina in a white tutu, illuminated by a glowing lightbulb. The background is dark with vertical lines. The text 'MAZDA LAMPS' is written in large, bold, yellow letters. Below the illustration, the slogan 'Beauty enriched by Light' is written in a cursive font. At the bottom, it states 'Made in England by The British Thomson-Houston Company, Ltd. Used by The Cunard Steam Ship Company, Ltd.' The page number '34' is in the top left corner, and 'Cunard Christmas Number 1931' is in the top right corner.

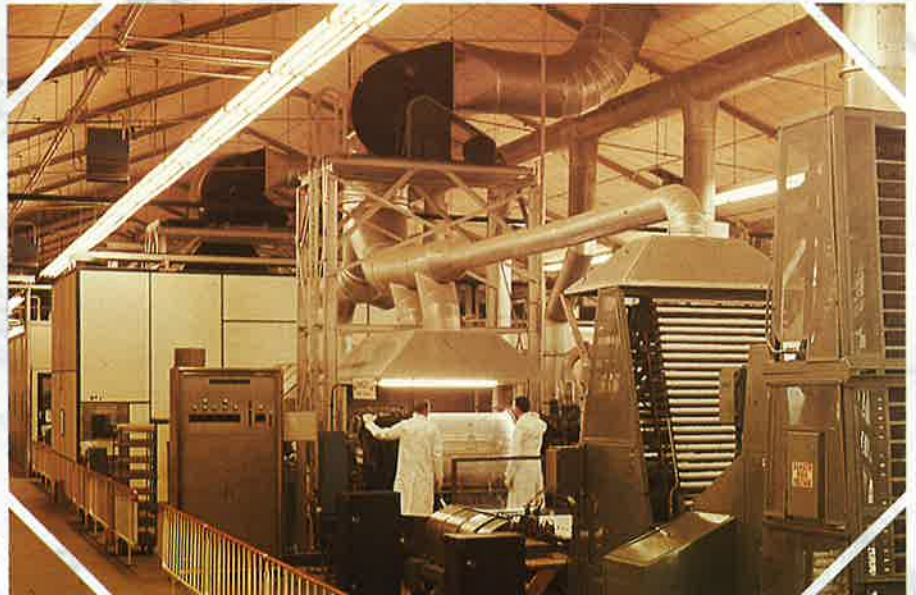
BIRTH OF THE TUBE



Blowing the glass tubing for fluorescent lamps was still a craft operation in the early forties.



Capping and ageing early fluorescent lamps.



During the Second World War business was kept busy supplying lamps and a second factory at Tottenham was acquired in case Edmonton was bombed. After World War II THORN contracted with Sylvania to produce fluorescent tubes. THORN was the first British lighting company to introduce mass production of tubular lamps when a high speed plant opened at Enfield in 1948. Horizontal production machines arrived in 1962.

THE FAMILY GROWS



Enfield factory, filament mounting department circa 1949.

Fluorescent tubes were used to display the Hillman Minx at the 1951 Earls Court Motor Show.



A delivery vehicle belonging to Ekco-Ensign Electric Ltd. The lighting side of this Company was taken over by THORN in 1950. THORN owned 51%, purchasing the remaining share in 1966. Between 1950 and 1956 THORN equipped its factories with the best incandescent equipment in Europe. The acquisition gave the Company more UK factories and for the first time, overseas plants. The original Ekco-Ensign lamp factory set up in 1921 at Kent Street, Preston, still belongs to the Company producing decorative Mazda lamps.

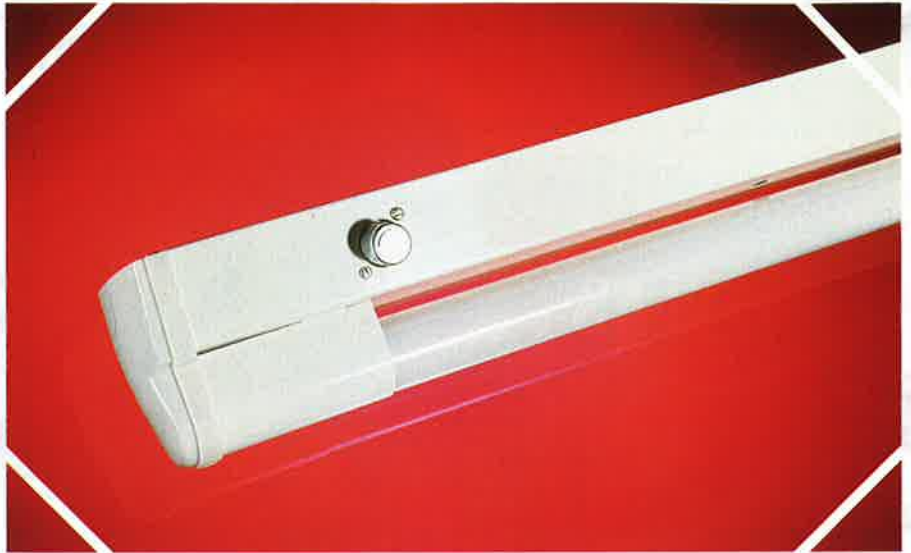


The new design in the Ekco lighting colour scheme (orange, white and black), provides effective publicity on the Ekco fleet of delivery vans which range from 10 cwt. to 5 ton models. A novel feature of the van design is that the signwriting is also incorporated on the top of the vehicle. The Ford Thames 5 ton Luton van, shown in our picture, is the latest addition to the fleet operated by Ekco-Ensign Electric, Ltd., of 45 Essex Street, Strand, London, W.C.2.

POP PACK IS BORN

The first Atlas 'Popular Pack' 5ft 80W fluorescent fitting – the forerunner of the modern batten fitting which became the world's biggest seller.

Manufacture of light fittings began with the purchase in 1952 of Smart and Brown Lighting at Spennymoor in County Durham. The site had previously been an arms factory, making .303 rifles and ammunition. At the time it was little more than a series of scattered sheds (widely spaced for safety reasons) and the site was acquired by Smart and Brown of Biggleswade to make lighting components.



233 Shaftesbury Avenue, London, WC2 – scene of the new Atlas lighting showroom.



1957 Dr. Maurice Cayless (recently retired from Leicester) helped develop the high pressure sodium lamp. It was to take ten years to make on a commercial scale.

THE PRESSURE MOUNTS



By 1957 Atlas Lighting Ltd was formed as a separate company within THORN Electrical Industries because of the Group's expanding activities. The Chairman was Mr Deutsch, the other Directors being H H Ballin, J G Christopher, A J Ford, D A Neill, A S Shier and J W Strange with G J Strowger as Secretary.

OUR NEW HOUSE

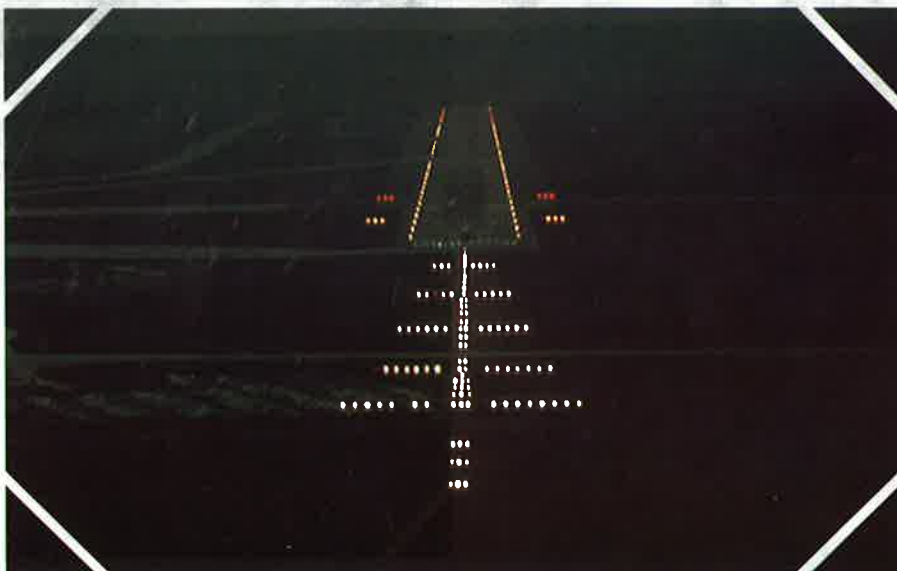
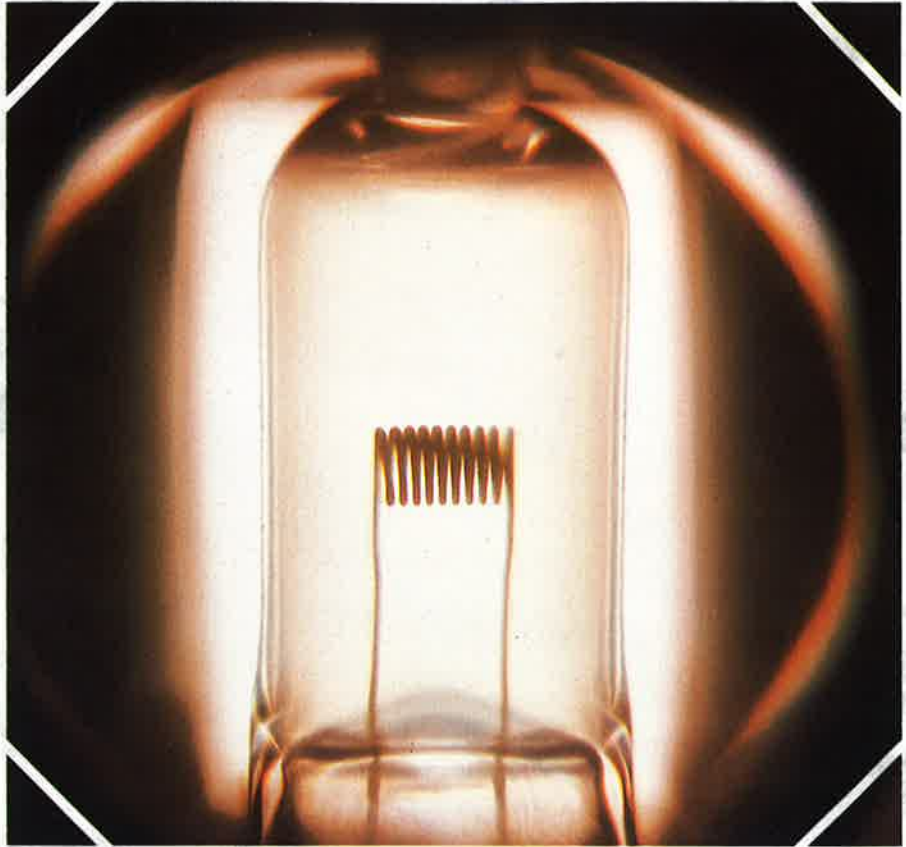


Monday 7th September 1959
THORN House opened – One of London's tallest and most modern buildings it became the Head Office and showroom for Atlas Lighting until 1981. A 6-ton, 80ft high sculpture (designed by Geoffrey Clarke) and inspired by the inside of an electric lamp was erected on the side of the new premises.



TUNGSTEN-HALOGEN AND VASI

The quartz-iodine lamp, better known as the tungsten halogen lamp was introduced in 1961. It proved to be one of the great advancements in lamp technology.



In 1962 a joint development with the Royal Aircraft Establishment produced the VASI system, short for Visual Approach Slope Indicator. It was a major achievement in aviation safety.

ATLAS, AEI AND BLI

The personal touch in Belfast

NOT JUST good service — but even better service. That's the key slogan in BLI's bustling Belfast office.

Bill Tandy (standing left) and Distribution Manager Len Cutchley (right) with Jim Hoyle at the wheel of the new BLI express delivery truck.

To underline the fact, the recently instituted Atlas Mazda Ekco Express delivery truck puts the "personal" back into personal service with a speed almost equal that at Le Mans! Better service, 190, since

the recent opening of a spacious, well-designed showroom (featured in the last edition of *BLI Lighting News*) at BLI's Severn Street offices — just a stone's throw from the heart of Belfast. It's not surprising, then,



that BLI's Severn Street office has not only rapidly built a first class reputation but has also doubled its turnover in the past 18 months.

Live wire in the office is 43-year-old manager Bill Tandy who, with Gordon Adams, BLI's chief lighting engineer in Belfast, has steered the "BLI ship" from one success to another.

And the nautical phraseology is not out of place! For not only is Belfast famous for its international docks (we floodlit Harland & Wolff's new jumbo tanker docks with the revolutionary Atlas ODO floodlight) but also because Bill, unwinds at week-ends with a nifty bit of yachting!

The Harland & Wolff scheme has been the personal "baby" of Gordon Adams ever since the conception of the new dock and all praise must go to him for the fact that Harland & Wolff appears set to instal many more of the super-efficient ODO floods!

With the new showrooms at Severn Street came better and easier stocking facilities — backed up by a fleet of vans and trucks that speed deliveries to all parts of

In 1964 Jules Thorn was knighted for his service to industry and, echoing his achievement, Atlas Lighting, strong on fluorescent merged with part of Associated Electrical Industries (AEI), strong on incandescent, to become British Lighting Industries. THORN took the major interest, finally gaining full control three years later. The AEI Lamp and Lighting Co Ltd had been formed in 1955 by the combination of three famous companies; The British Thomson Houston Co Ltd (Mazda), The Edison Swan Electric Co Ltd (Ediswan) and the Metropolitan Vickers Electric Co Ltd (Metrovick). Of all the 'old brands' — Atlas, Metro-Vick, Royal Ediswan and Ensign — only Mazda is still used today.



By 1967 BLI was the largest producer of lamps and fittings in the UK strengthened by the full ownership of the Leicester factory. Originally established in 1940 by BTH, Leicester had manufactured aircraft magneta and starter motors, commencing lamp production in 1947.

COLOUR IT THORN

This 1969 picture shows the floodlighting of Wolverhampton Wanderers football ground at Molineux Park. The match (Wolves v Spurs) was the first full sports event to be recorded by Thames TV in colour.

In the same year British Lighting Industries changed its name to THORN Lighting.



The constantly changing multi-coloured lighting installation at Brighton's world-famous Royal Pavilion was a major point of interest in the early 1970's. Almost 200 red, blue, green and gold fluorescent lamps were used in conjunction with floodlights.

CARS, CATHEDRALS & THE PM



In 1971 the first sealed beam twin filament tungsten halogen car headlamp was launched.



Picture shows the prize-winning floodlighting scheme of the ruins of the old Coventry Cathedral in 1972.



Prime Minister Harold Wilson joined Chairman Jules Thorn and senior management at the inauguration of the Enfield Jules Thorn Lighting laboratories in 1975.

PRIZE FIGHTERS



In Kuala Lumpur, home of THORN Lighting's latest factory, Muhammad Ali defeated Joe Bugner thanks to special CSI floodlights. 1975.

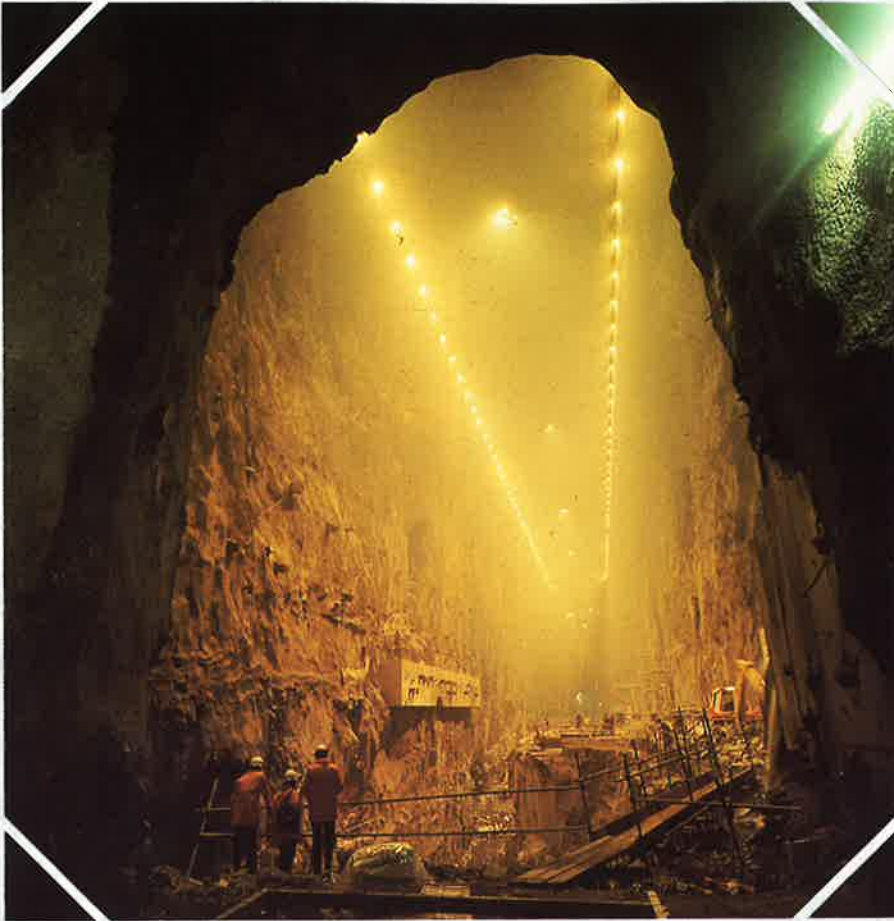
THORN Lighting won its fourth Queen's Award in 1976, three were for exports, one for technological innovation.



Athletico Madrid scores again. This time with 1600W MBIL floodlights installed at the vast Vicente Caldero Stadium, in Madrid.



LARGE AND LITTLE

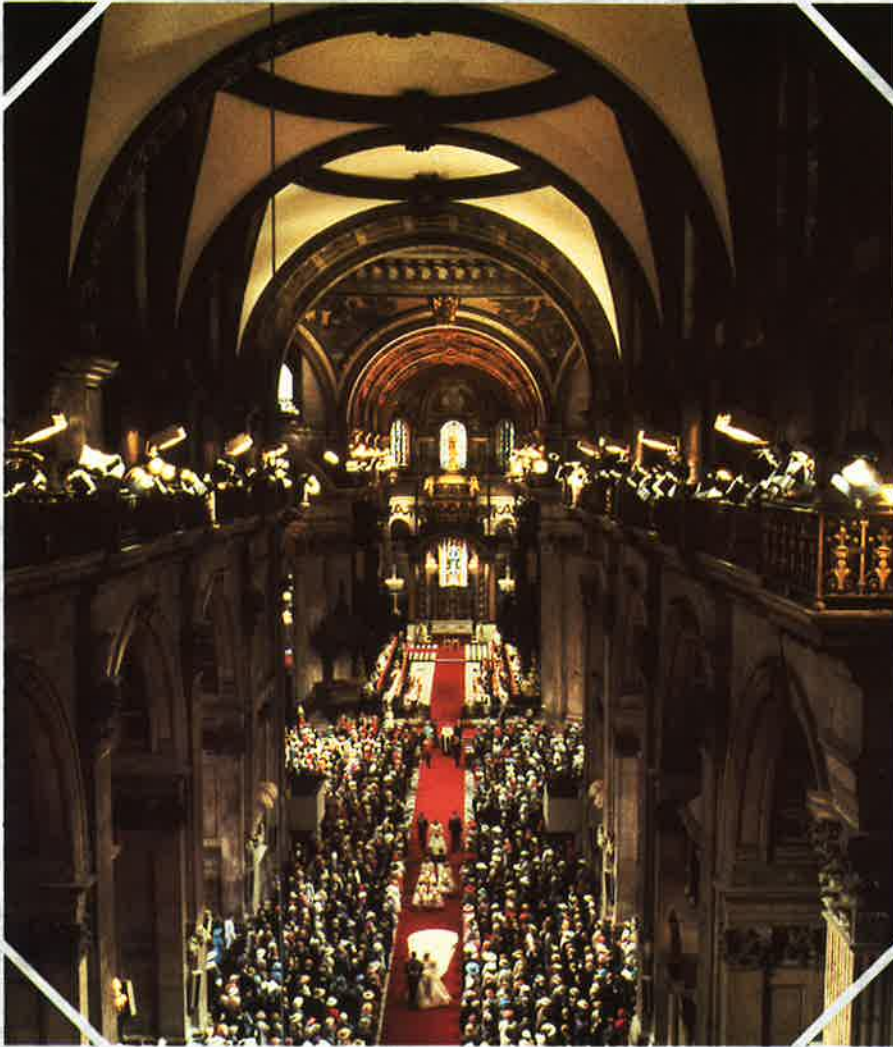


Higher than Nelson's Column and twice as long as a football pitch. That was the CEBG's Dinorwic pumped storage station at Llanberis spectacularly floodlit with SON fittings in 1979.

2D the unique energy saving compact fluorescent lamp was brought into production in 1981.



DID YOU SEE THE MATCH?



One of the Company's most prestigious lighting schemes was the Royal Wedding in July 1981.



The 49m diameter globe, named 'Spaceship Earth' which is the symbol of the EPCOT Centre in Florida, was floodlit by CSI lamps in 1983.



The 50 millionth Popular Pack fitting rolled off the Spennymoor production line in 1982 and soccer star Kevin Keegan was there to autograph the fitting.

FAMILY ADDITIONS



In New York, THORN lit Shea Stadium, home of the New York Mets baseball team.

The tungsten halogen program grew. An addition in 1985 was the low voltage 'Lightstream' range of lamps and fittings.

In May, 1985, Alex Halberstadt visited Beaulieu to receive a Design Council Award for low wattage tungsten halogen lamps, from the Duke of Edinburgh. By this time the company had already won ten Design Council Awards.



Cooking by light in 1984. The tungsten halogen lamp found exciting application outside the world of lighting – the picture shows imaginative use in electric cookers.



SHANGHAI, NEWPORT AND ARCSTREAM



China lamps. Shanghai in China was the scene in 1986 of the Ya Ming Lamp factory opening. The result of a transfer of technology.

In 1987 THORN Lighting launched yet another entirely new product line, the 150W single ended metal halide lamp. Known as Arcstream it provides high quality white light for commercial interiors and exterior floodlighting. 1987/88 has seen a threefold increase in new product launches.



The Newport Leisure Centre was among the first winners of the Lighting Industry Federation's National Lighting Awards in 1987. THORN Lighting won three of the four categories.



INTERNATIONAL DIMENSION

The logo for JÄRNKONST, featuring a stylized yellow sun icon to the left of the company name in white, bold, sans-serif capital letters. The logo is set against a black background with a yellow horizontal line above and a red horizontal line below.

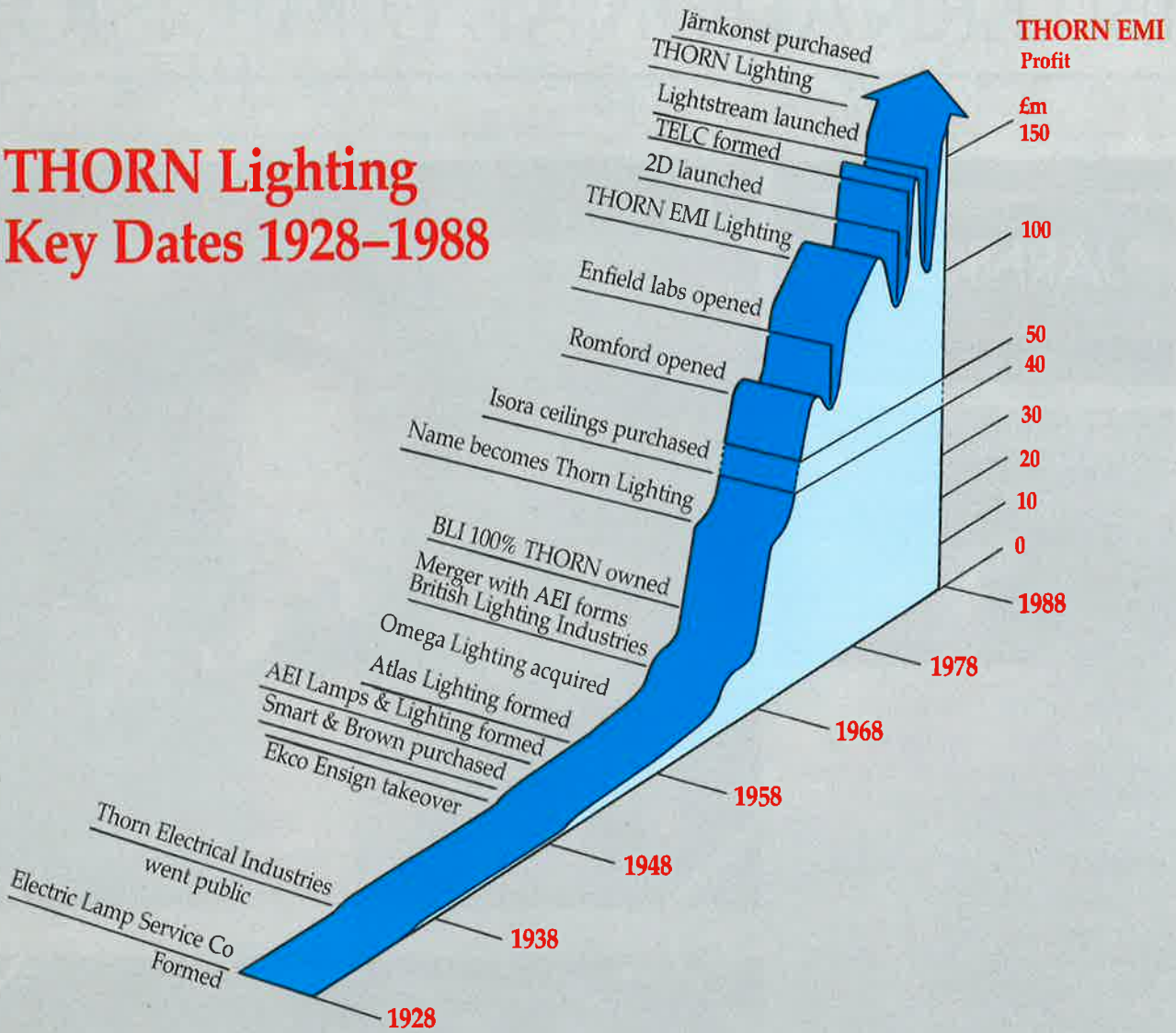
Thorn Lighting became the world's largest producer of light fittings outside the USA and Japan with the purchase of Järnkunst of Sweden, in 1987. The Company now has subsidiaries in 17 countries, ten with manufacturing facilities, and markets product in 140 countries worldwide. In 1987/88 56% of sales were generated from outside the UK.



1988 opened with the floodlighting of Sydney Opera House and lighting ice arenas for the Olympic Winter Games. Both schemes underlining THORN Lighting's aim to become the world's leader in providing lighting solutions.



THORN Lighting Key Dates 1928-1988



From the little acorn in 1928 has grown the oak tree of 1988. But what of the future? Good international prospects, a policy of quality and continuity, focus on product marketing, customer service and manufacturing cost leadership reinforce the company's confidence in its future performance.

Back left to right: Joe Maley, Distribution and Logistics; Ken Scott, Technical; Bev Heslop, Planning; Will Percival, Company Secretary; Mark Levett, Personnel; Mick Stringer, Finance.
Front left to right: Mike Smith, Incandescent; Richard Holdron, Light Sources; Hamish Bryce, m.d.; Andrew Osmond, Lighting Systems; Bob Steele, International.



New management team now in place





 **THORN LIGHTING**

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