



FUTURO CORPORATION
1900 RITTENHOUSE SQUARE • PHILADELPHIA, PA. 19103 • (215) PE 5-4900

JUL 28 1974

TO: ALL DEALERS OF FUTURO CORPORATION

Please find enclosed, reprints of some of the latest publicity on the Futuro, including the Bank landed in Woodbridge, New Jersey and Mr. Cullen's Photo Shop. Should you wish reprints of these, they may be obtained at \$18.00 @ 500. Just contact us and let us know the amount you desire.

Yours very truly,

FUTURO CORPORATION

H. L. Fruchter, President

HLF/jhf

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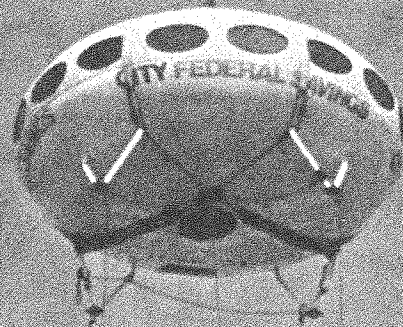
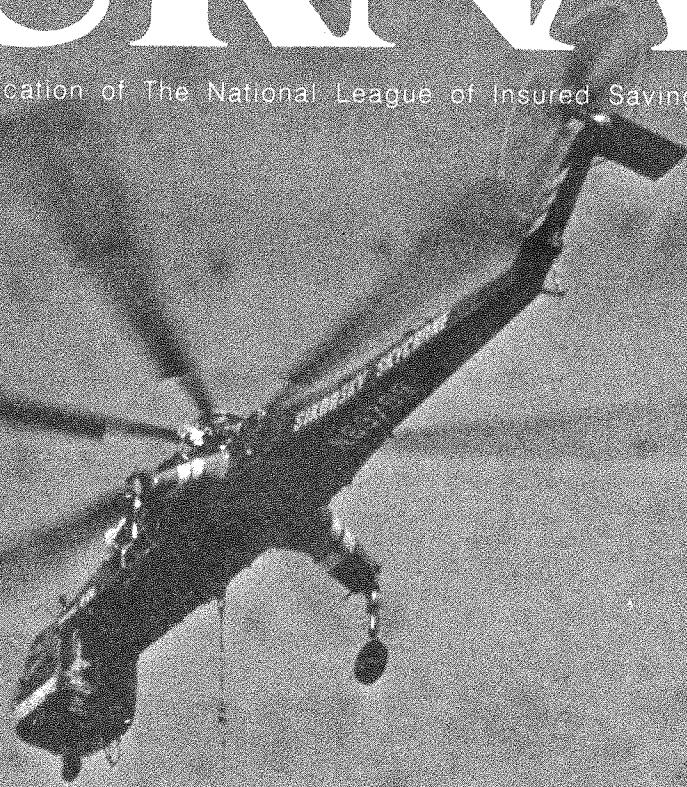
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Gilbert G. Roessner—president of City Federal Savings and Loan Association and nominee for vice president of the National League of Insured Savings Associations—speaks at the dedication of City Federal's unique twenty-second branch, accompanied by officers, civic officials and pretty "Spacettes."

Skycrane Airlifts

June 2 was a red-letter day for residents of the area around Woodbridge, New Jersey, who took a look out their windows about 9:30 in the morning. In fact, a good look out those windows probably sent some New Jerseyites back to the kitchen for a quick second cup of coffee, because June 2 was the day City Federal Savings and Loan Association air-lifted its spaceship-shaped new branch office into place in the Woodbridge Shopping Center.

City Federal Savings' new facility at the shopping center is the first of its kind and design ever installed for normal savings and loan depositor business.

The new and revolutionary struc-

ture, called a "spacebank" and shaped like a flying saucer, is an oblate spheroid, 26 feet in diameter and 12 feet high. It contains two teller positions, houses twelve banking personnel during two business shifts and accommodates more than 440 depositors and visitors daily.

The spacebank, which has an exterior shell of two-inch thick stressed fiberglass sandwiched with polyurethane foam insulation, was lowered into the main parking area at Woodbridge Center at 9:30 a.m. on Friday, June 2, to rest on its own self-sustaining foundation, eliminating the need for ground excavation. The 4½-ton unit was air-lifted from a point several miles from Woodbridge Center, where

it had been stored, by an S-64E Sikorsky Skycrane helicopter that can carry a payload of ten tons. The Spacebank edifice, nesting in a giant sling, was flown over the town of Woodbridge as it approached the shopping center.

Hovering over the site for the new facility, the crew of the Skycrane received landing instructions from observers below, and as the invited public and community dignitaries looked on, the spacebank was lowered onto the spot of its new home at the shopping center in less than ten minutes.

Explaining use of the novel unit, Gilbert G. Roessner-president of City Federal and the National League's

vice presidential nominee—said that the savings and loan business “has become more and more like the retailing industry, where we deal directly with the consumer on a personal service basis. Thus we at City Federal Savings are adopting more and more the aspects of a retailing establishment, along with its merchandising techniques.

“This does not mean that we would ever divert from our basic obligations to our depositors, but we feel a little glamor here and there can add new and vital interest and excitement to the process of savings by the consumer,” Roessner added.

After the new spacebank was lowered down onto its side, dedication ceremonies led by City Federal Savings Association executives and community officials and leaders began. A corps of spacettes—models dressed in

Saturday, from 10:00 a.m. to 9:00 p.m. Free gifts were distributed to the public by the spacebank’s “spacette hostesses” to visitors at the new unit on opening day. A dramatic added feature after the air-lift of the new structure was the release of a giant cluster of helium-filled balloons containing gift certificates redeemable at the new Woodbridge Center unit for a \$5.00 savings account there, or at any other City Federal Savings branches, located from Eatontown, N. J., to Phillipsburg, N. J., just east of the Pennsylvania state line at Easton, Pa.

“City Federal Savings Association is a neighborhood-oriented savings and loan network now of twenty-two facilities, and almost like the shopping center has rapidly become, both are beginning to serve many neighborhoods within their respective area locations,” reflected Roessner.

Participating in the ribbon-cutting and dedication ceremonies for the capsule—built by the Futuro Corporation of Philadelphia, Pa.—were Mayor John J. Cassidy of Woodbridge; Gilbert Roessner; Bryce Q. Curry, president of the Federal Home Loan Bank of New York; Warren Hill, president of the New Jersey Savings League; Edmond V. Lawlor, Jr., executive vice president of the New Jersey Savings League; and Philip J. Weiler, Jr., vice president of the New York FHLBB.

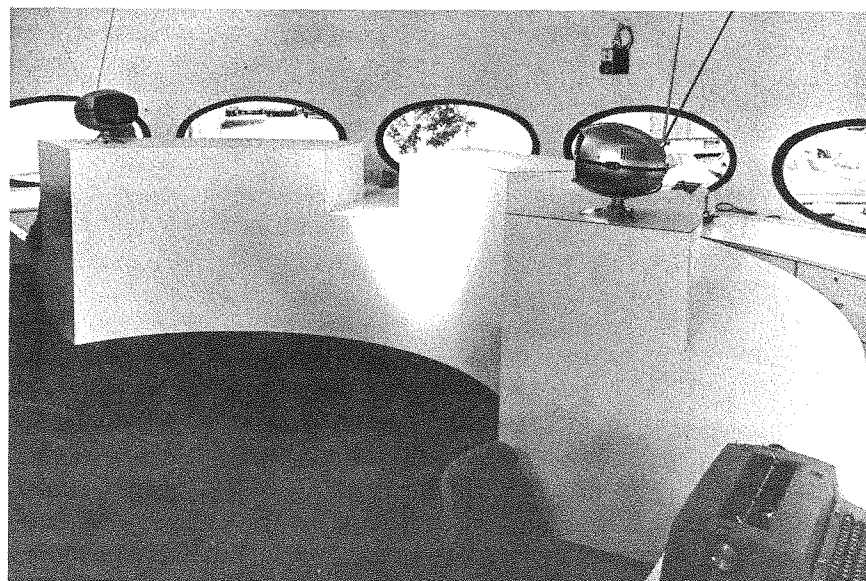
City Federal Savings was founded on March 16, 1887, in Elizabeth, New Jersey. It serves more than 180,000 customers in six New Jersey counties, recently surpassing the \$480,000,000 mark in assets. In doing so, it has become the largest savings and loan in the state of New Jersey and the 45th largest throughout the nation.

New City Federal Branch

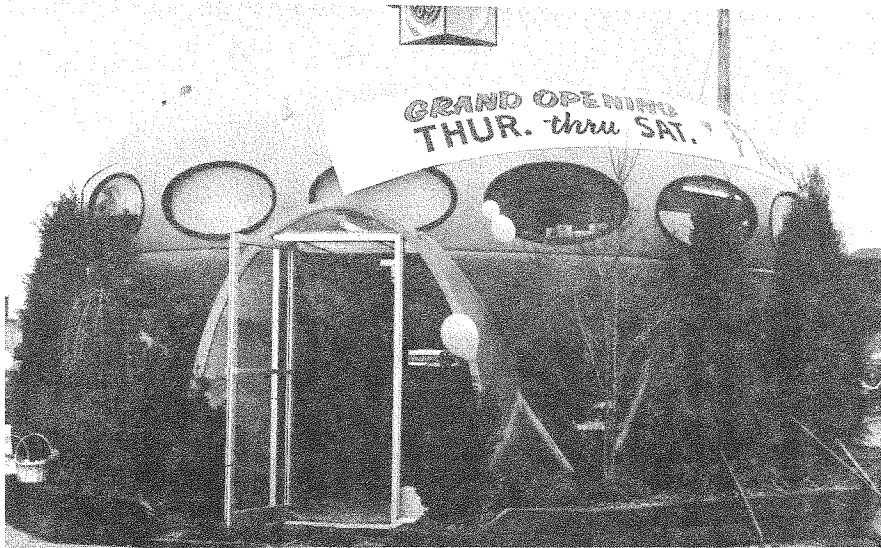
specialty-designed space costumes—served as guide hostesses at the air-lift down and dedication exercises, and showed shoppers and visitors to the Woodbridge Shopping Center to the new spacebank building location in the main parking area of the center.

Standing by during the lowering of the unique spacebank building was a Brinks armored truck containing currency in various denominations, to enable the new facility to begin immediate business transactions.

The new facility, which has an exterior skin of polyester resin gel coat with pigmentation permanently imbedded in the plastic for long life and easy maintenance, is open for business six days a week, Monday through



Interior of the new City Federal branch



The f/stop Has Landed!

—One Giant Step In Photo Store Design

THE F/STOP Camera Shop in Annapondale, Va., has an attention getting angle straight from the "twilight zone."

In fact, the entire store—housed in a huge fiberglass "flying saucer"—looks as though it just streaked back from some future era. Perched on four legs with a step-up entrance, the white spheroid is 26 feet in diameter, 12 feet high, and has 500 square feet of floor space.

The structure is designed and produced in the U.S. by Futuro Corp. of Philadelphia, Pa. The camera shop was opened recently under Sphera, a firm presided over by Charles Cullen—who happens also to be the president of Cullen Photo Service, Inc. in Alexandria, Va. Sphera has an agreement with Futuro to serve as exclusive dealer in parts of Virginia and Maryland for the space age structure. The firm also has the exclusive sale rights on a nationwide basis for any future camera shop built by Futuro.

The "UFO's" shell is a two-inch thick stressed fiberglass and polyurethane form insulation sandwich. The exterior has a polyester resin gel coat which comes in a choice of

blue, gold, green, or white. Interior colors are coordinated. The "saucer" supplies its own electric fancoil heating system of 32,000 BTU's and its own air conditioning. Elliptical windows are standard. The building can be shipped by truck or helicopter in easily assembled sections, and has a wide variety of uses, its backers say.

Cullen said the entire camera shop structure, fitted with show-cases, counters, and carpeting—and including the heating and air conditioning systems—costs \$21,500 f.o.b. the factory in Pleasantville, N.J. The delivery and erection cost will vary depending on the site, Cullen said, but will run from \$750 to \$1,000 in the east, and roughly twice that in the central U.S. A 60-month leasing plan at 8 per cent simple interest with an option to buy is also available to dealers, Cullen said.

The f/stop is the first camera shop of its kind, Cullen said, and features fast service and a full line of photographic equipment. Sphera is now working on the idea of a drive-up ramp for photofinishing customers.