



OUR SHOW OF SHOWS WAS A HIT IN CHICAGO (See pages 6-7)

REVIEWING ARGUS PROGRESS

— by Robert E. Lewis

Our plans to "steal the show" at the Chicago Photo Convention last month were, without question, a success. Competitors and dealers alike agreed that our display was the most outstanding of the convention. The Argus contest for dealers with its prize of an expense-paid trip to Paris received a great deal of attention. A street in Paris booth arrangement designed by Jimmy Barker gave emphasis to the contest and very cleverly displayed our products to the best advantage. (See pages 6 and 7.)

SALES DECLINED LAST MONTH

Company sales for the month of March were below normal. I believe that this decline can be attributed to several factors. First, many of our dealers as well as all of our sales representatives attended the Chicago Photo Convention. Their absence from the selling field, of course, slowed up sales.

Second, photo dealers have a tendency to buy less merchandise immediately before the Photo Conven-

tion. They are inclined to put off buying until they have seen all the new products displayed at the show and until they know whether or not there will be reductions in prices.

There is still another important factor to be considered in March sales declines. You may have read articles in the news about the proposed reduction of excise taxes. By the time this report is printed these taxes will most likely have been reduced from 20 per cent to 10 per cent. Many people in the market for cameras and photographic equipment have been waiting to buy until they knew the outcome of this tax reduction proposal.

When the factors involved in the decline of sales are behind us, I feel confident that photographic sales will return to normal seasonal volume.

EMPLOYEE ASKS QUESTION

A question from an employe asking if it is patriotic of us to buy camera parts from Germany has been brought to my attention. I do

not feel that our buying parts from Germany is a question of patriotism. Germany is now our ally and the official policy of the United States Government is to strengthen Germany's economy and military preparedness.

The question of our buying camera parts from Germany is simply a question of good business for Argus. The parts we purchase are basically the same parts that we would otherwise buy from outside sources in this country. Our chief purchases from Germany are shutters and escapements which, in the past, we have bought in the United States. Our purchases from Germany are at substantially lower prices than we get in this country. Furthermore, the advantageous buying of parts from Germany enables us to make our products more competitive which in turn increases our sales. More sales means more production which creates more jobs for more people in our company.

argus eyes

Editor Dorothy Burge
 Photographers . . . Eddie Girvan
 Joe O'Donnell

Published every month for the employes of Argus Cameras, Inc. and their families.

Reporters

- Machine Shop Dorothy Lixey
- Paint Shop Wilma Simmons
- Camera Assembly . . . Ruth O'Hare
- Govt. Opt. Assembly. . . Bea Frisinger, Thressel Conley
- Lens Processing Betty Shattuck
- Maintenance Emil Johnson
- Optical Assembly, Inspection Jean FitzGerald
- Engineering Jim Meldrum
- Standards Virginia Birney
- Production Planning. . Muriel Raaf
- Tool Room Bill Fike
- Shipping Hilda White
- Service Ted Watt
- Tabulating Lee Monson
- Accounting Beulah Newman
- Sales Jane Maulbetsch
- Purchasing Patt DuCharme
- Night Shift Bill Ambrzevich, George Navarre

Feature Writers

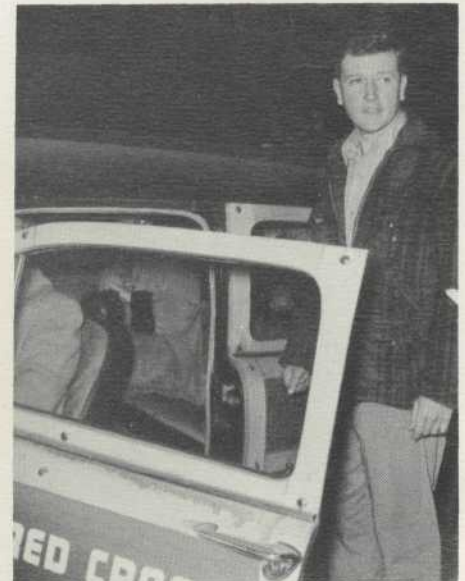
Andy Argus, Art Parker, Jr., Robert Lewis, Babe Peterson, Eddie Girvan.



Among those in line are (left) Margaret Butler and Anna Dunkley, Optical Assembly.



Mrs. Radford, Personnel, sees Bill Northrup, Government Optical Assembly, and his group off.



Jack Fyfe, Machine Shop, gets into the Red Cross station wagon.

Blood Bank Bound

About 210 Argus people went to the Red Cross mobile unit last month on March 22 and 23, Argus days, to donate blood. Here a few of them climb into the Red Cross Station Wagon bound for the donation center.



THERE'LL BE MORE FUN FOR EVERYONE AT INDEPENDENCE LAKE THIS SUMMER

More playground equipment, a bigger swimming beach, a new bathhouse are just a few of the Recreation Club's plans to make Independence Lake bigger and better this summer.

SOME IMPROVEMENTS READY NOW

A 40-child capacity merry-go-round and a 16-foot slide are at Argus now, ready and waiting to be taken to Independence Lake. The swimming area was lengthened from 12 to 15 feet and widened considerably last February, according to Art Parker, Jr., Recreation Club President. \$750 worth of gravel was placed on the bottom of the lake to make this improvement.

This year, club members may purchase boat rental season tickets at \$5.00. This ticket will entitle the purchaser to the use of a boat for as many times as he wishes during the season. An avid fisherman will find that purchasing this season ticket rather than renting a boat by the hour will save him money in a season's time, according to John Borgerson, Recreation Club representative. However, club members who do not wish to purchase boat rental tickets may rent boats at the usual rate of 20¢ per hour. Persons interested in season tickets should see Art Parker, Jr., Suggestion Plan Office, or John Borgerson, Accounting.

OTHER IMPROVEMENTS BEING PLANNED

In the offing, with help from Recreation Club members, and definitely planned for this summer is the building of a new, larger bathhouse and a diving platform for adults. The bathhouse will be a major construction project for club members and detailed plans for it are being worked on now. The float in use last year will either be revamped or replaced for children's use.

Plans, also, are to fill scrapped row boats with sand to make usable, nautical, sandboxes for children. Bill Betke, Machine Shop, with the assistance of Don Crump, Quality Control, is preparing to construct a teeter-totter for children's use this summer.



New baseball uniforms for the baseball league and identifying apparel (either an arm band or white hat) for Wilfred Bonnewell, lake overseer will be ordered for use this summer. Walter Smith, Recreation Club Treasurer, is organizing a committee for a flower and vegetable-growing contest to be held late this summer.

The Independence Lake area will be opened sometime this month. Date for the clean-up picnic has not been set.



Recreation Club Election Soon Held

Ballots on which to vote for Recreation Club officers and representatives will be distributed this month. The night shift will vote during their shift on April 21; the day shift and office will vote during their shift on April 22.

As in the past, last year's vice president will become the new president. New man scheduled for this position is Don Crump, Quality Control.

VICE PRESIDENT CANDIDATES ARE:

Paul Mason Grinding
Walter Blackwell. Engineering
Bill Betke Machine Shop
Elmer Pfister Polishing

CANDIDATES FOR SECRETARY ARE:

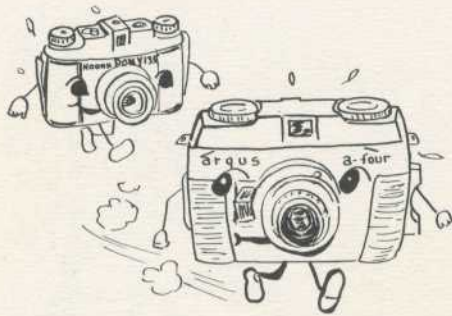
Liz Clapham. Personnel
Dorothy Allen Suggestion Plans
Edna Racicot Inv. Control

CANDIDATES FOR TREASURER ARE:

Mary Azary Govt. Optical Assembly
Fred Alchin Stock Room
Bill Fike Tool Room
Harvey Bennett Engineering

PEOPLE EMPLOYED IN THESE AREAS WILL BE ASKED TO CHOOSE A REPRESENTATIVE:

Screw Machine, Machine Shop, Punch Press, Receiving and Shipping, Production Planning, Paint Shop, Salvage, Receiving Inspection, Camera Assembly, Final Inspection, Service, Purchasing, Inventory Control, Timekeeping, Accounting, General Administration, Government Optical Assembly, Optical Assembly, Maintenance, Glass Salvage, Tool Room, Blocking, Grinding, Polishing, Cleaning, General, Tabulating, Sales, Advertising, Engineering, Standards and Methods, Design Engineering, Night Shifts in Plant I and Plant II.



Running second in a race with the A-4 is the Kodak Pony 135.

THE ARGUS A-4: Advantages of the Argus Camera include its compact design and such features as color-matic markings, synchronization for strobe light, and wide angle lens for more picture-taking area. A case and flash especially built to fit the A-4 is available, and not all of our competitors can offer this feature. Of course, none of them can offer the easy plug-in flash feature, either. The A-4, too, has the advantage of powerful Argus merchandising and advertising to place it in the eye and mind of the public. Then Argus offers immediate—and accessible—factory service for repairs while some of the A-4's competition in the foreign field cannot.

Be sure to see the display of A-4 competition in the Plant I entrance show case. See for yourself what our camera is up against!

Meet Our Competition

Although we feel that the Argus Camera gives the customer the most for his money, our competition is getting stiffer. This article is an attempt to show you what we're up against in the A-4 field.

As you can see, the A-4 looks good when compared with its competitors, but some of the competitors look good, too. We're ahead now, but we want to STAY ahead!

HERE'S HOW THE A-4 LOOKS WHEN COMPARED WITH OTHER CAMERAS OF ITS TYPE

Competition from these German cameras is generally confined to large camera stores in big cities and the east and west coast

	Argus A-4	Kodak Pony 135	Bower	Baldinette I	Diaxette	Iloca Quick A	Edixa A	Edixa B	Regula II
Price*	34.95	35.75	36.50	39.95	39.95	39.95	29.95	37.95	37.50 (price includes case)
Lens Opening	f/3.5	f/4.5	f/2.8	f/3.5	f/2.8	f/3.5	f/3.5	f/2.8	f/4.5
Shutter Speed	1/25-1/200	1/25-1/200	1/25-1/200	1/25-1/200	1/25-1/200	1/25-1/200	1/25-1/200	1/25-1/200	1/25-1/200
Double Exposure Prevention	yes	no	yes	yes	yes	yes	yes	yes	yes

*Prices include 20% Federal excise tax. They have been reduced slightly since taxes have dropped to 10%.

THE KODAK PONY 135: Because of the Kodak name, wide distribution and aggressive merchandising, the Kodak Pony 135 is the A-4's chief competitor. The public is also well acquainted with the Pony because this camera has been on the market for three-plus years as compared with the A-4's one year. However, as shown above, the Pony is higher-priced, has a slower lens than the A-4 and is not equipped with double exposure prevention. In addition, the Pony lacks internal wiring for flash (external cords are needed) and it has a lens mount which must be pulled out before exposures are made. However, a case and flash which fit it are available. And the Pony offers immediate and accessible factory service.

GERMAN COMPETITION: Featurewise, the A-4 has several strong competitors in the German field. However, the importance of these competitors is minimized when the fact that German competition is generally confined to large camera stores in big cities and on the east and west coast is taken into consideration. German models do not have the advantages of merchandising and advertising behind them in this country. Neither can they offer immediate and easily accessible factory service. Special features offered by German models include a coupled shutter cock and film transport offered by the Diaxette, Iloca Quick A and Edixa.

Students Tour Plant

University of Michigan students from India, Turkey, Mexico, Iraq as well as the United States toured Argus last month during our new Friday afternoon tour time. All students were members of the University's International Center. The trip through Argus was part of the Center's plan to introduce their foreign students to American business.



With tour guide Don Crump are (left to right): Bruce Bugbee, U. S. A.; S. Narayanaswami, India; Ozcan Baskan, Turkey; Oscar Cortes, Mexico; Suham Ad-Duri, Iraq; Emile St. Jean, U.S.A.; Herman Rajin, India.

SEARCH IS ON FOR OUTSTANDING YOUTH

Good citizens outnumber juvenile delinquents among boys and girls of today, the Ann Arbor Junior Chamber of Commerce believes. However, too often juvenile delinquents are the only ones publicized. To turn the publicity spotlight on admirable, youthful citizens, a Junior Citizenship Award Committee headed by Ty Kemp, Purchasing, and Will Van Dyke, Accounting, is searching Ann Arbor for the outstanding junior citizen, aged 10 to 18, in the community.

Besides gaining local recognition, this outstanding boy or girl will receive an award plaque for himself and one for the school which he attends. Youth leaders from schools, churches and youth organizations in the area are making the nominations. Final decisions on the most outstanding boy or girl in Ann Arbor will be made this month by prominent judges who are authorities in the youth field. Achievement and services to home, school, organizations and community will be the points considered.



Argus people on the Junior Citizenship Award Committee include, back, right: George Haas, Accounting; Harold Thompson, Accounting; Jack Grimston, Inventory Control; Irv Halman, Accounting. Seated are chairmen Ty Kemp, Purchasing; Will Van Dyke, Accounting.



Larry Arnold is the infant son of Doris Walle Arnold, formerly of Personnel.

Bruce is the son of Dick Foster in Purchasing.



"WHAT I WANT TO KNOW IS JUST WHO'S BOSS ON THIS SHIFT, ANYWAY?"

"AW, NOW - YOU DON'T THINK I'D TELL HER, DO YOU?"

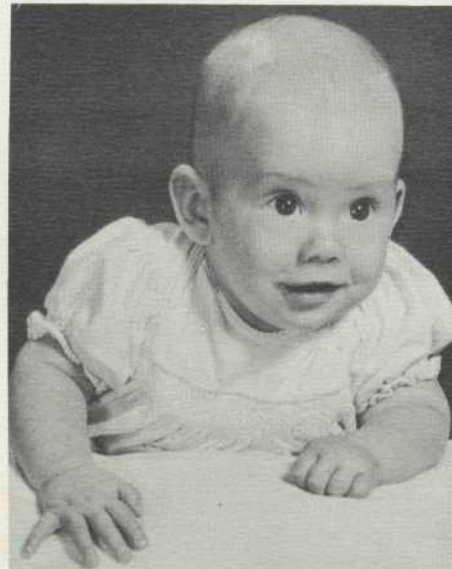
ARGUS BABIES AS SEEN BY ARGUS EYES

That familiar saying, "One picture is worth 10,000 words" holds true of these photos of Argus youngsters. Expressions on their faces depict adult reactions to typical daily situations better than could most words.



"THINK YOU COULD SPARE FIVE UNTIL PAY DAY?"

5-month-old Mike is the son of Frances, Machine Shop, and Shirley L'Esperance, formerly of Final Inspection. Grandmother is Berniece Kearney, Camera Assembly.



"ZIP ME UP THE BACK, HONEY?"

Patty Lee is the daughter of Janice Bagley, formerly of Shipping. Proud aunt is Ardie Allison, Engineering.



"THEY TOLD US AT THE SECRETARIAL SCHOOL TO TRY HERE."

Daughters of Leonard Thomas, Purchasing, are Cheryl, 10; Wendy, 8; Skye 6; and Heather, 3 1/2 months.



Inquiring reporter asks, "WHAT IS YOUR PERSONAL OPINION OF MARYLYN MONROE?"

Peter, 3, and Chris, 7, are sons of Tom Kentes, Service.



● Tom Kentes, Service, has been appointed member of the board of trustees for St. Nicholas Church in Ann Arbor. Tom was also recently elected President of the Order of Ahepa (American Hellenic Educational Progressive Association).

● Dave Merriman, Argus Controller, was elected president of the new Ann Arbor Chapter of the National Association of Cost Accountants.

● Les Schwanbeck, Production and Material Control Manager, was elected to the Board of Directors of N. A. C. A., Ann Arbor Chapter, as Director of Publicity.

● Muriel Raaf, Production Planning, has been accepted as member of the National Secretaries Association, Huron Valley Chapter. Isabelle Nash, Accounting, is treasurer of the organization.

● Martin Breighner, Treasurer's Office, is legal chairman of the Ann Arbor Junior Chamber of Commerce Builder's Show.

● Bill Thompson, Methods and Standards, was member of a panel discussion group at the Time Study Engineering Society Meeting in Detroit last month. Bill is also assistant conference chairman for the 3rd International 1954 Methods-Time Measurement Conference to be held in New York City in October.

April 15 Is Deadline For Scholarship Entries

All scholarship applications for next fall's term at the University of Michigan and Michigan State Normal College must be in the Personnel Office by April 15.

Four scholarships of \$250 each, renewable for three additional years, are available. Argus employees of one or more year's service and their sons and daughters are eligible for awards. Selections will be made by the University of Michigan Committee on University Scholarships and are based on leadership qualifications, personality, integrity and general aptitude for college work.

Interested persons may obtain application materials from the Personnel Department or from the Secretary of the Committee on University Scholarships, 1020 Administration Building, University of Michigan.



It Was Spring,
Paris



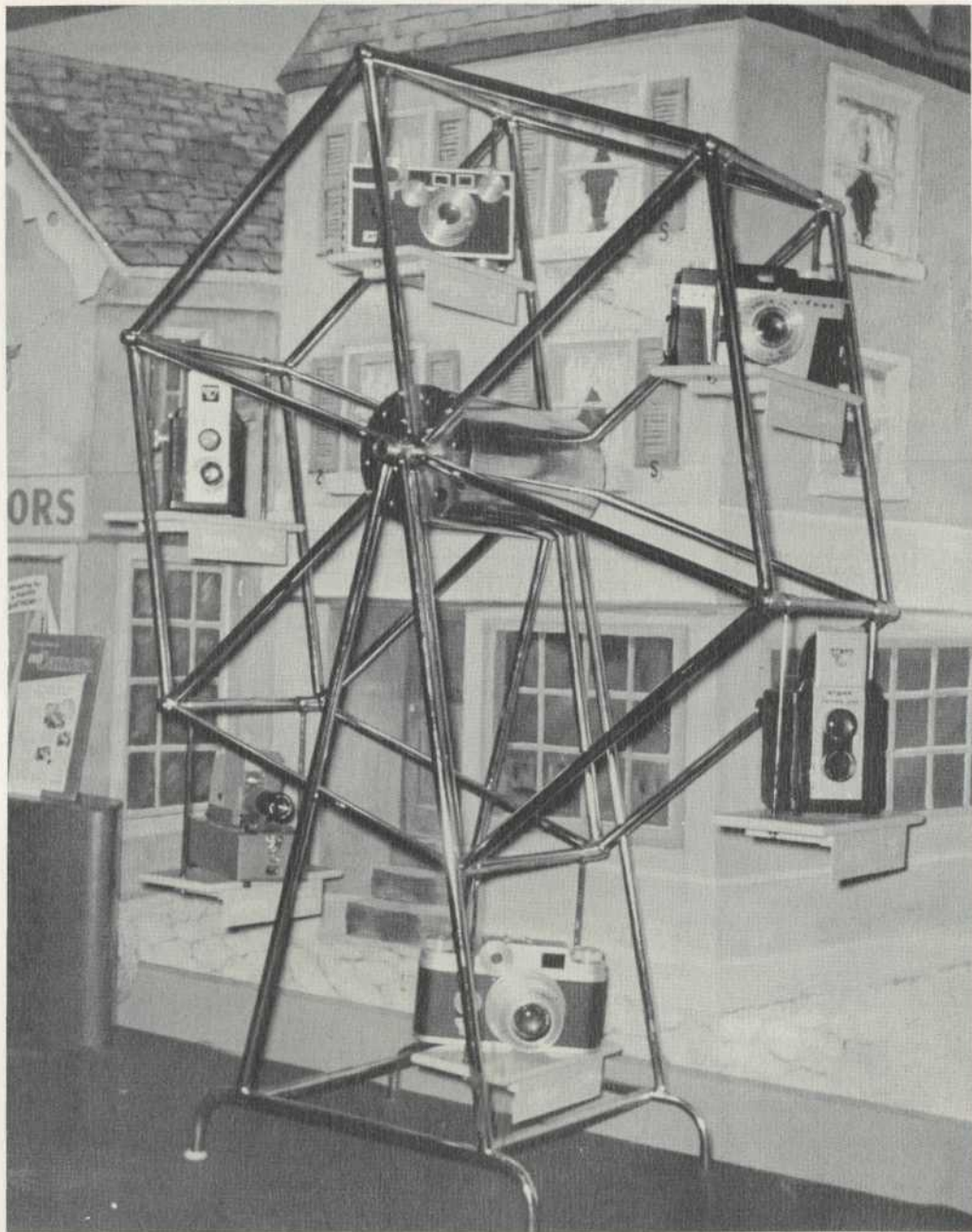
Cover picture shows Jack Pelton, Sales, and a dealer examining Argus Cameras at one of our French cafe-style tables.

EDDIE GIRVAN took all the photos on this page and the cover photo with the new Argus Super "75" and a flash attachment.

JIMMY BARKER, Advertising, designed and created the street in Paris theme for this Argus "show of shows." His work for the March convention began last October. Jimmy's convention ideas are never-ending. "Next year we'll have to top this show with one that's bigger and better," he says.

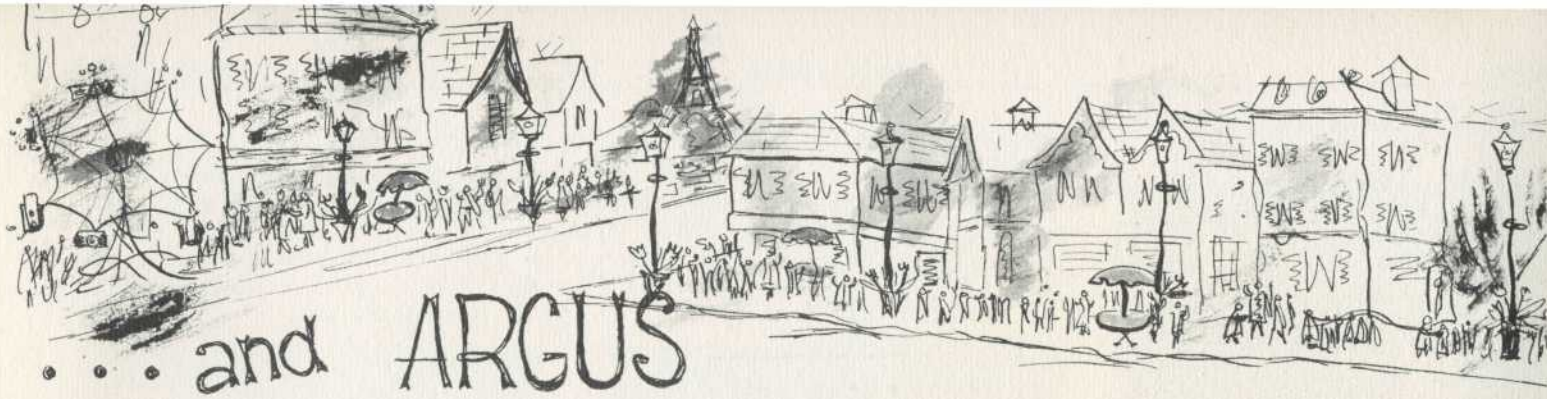
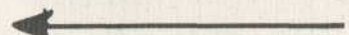


TWO PRETTY MODELS dressed in TWA stewardess uniforms handed out rules and accepted entries for the fabulous trip-to-Paris dealer contest. Argus people flying to the convention discovered a real-life TWA stewardess whose last name was Paris aboard their plane. She was promptly invited, and she came, to visit the convention as an Argus guest.



SONGS SUNG IN FRENCH were played through a loud speaker hidden behind a miniature ferris wheel. Seats on the ferris wheel held giant-size Argus cameras. Although the French building background was a flat painting, it was designed and built to create a 3-D effect.

BOB WOOLSON and the entire staff of sales representatives spent hours at the Argus booth answering dealer's questions and pointing out the features of our products.



AT THE PHOTO CONVENTION IN CHICAGO

That special magic cast by Paris and all things French attracted more dealers than ever before to the Argus display at the Photo Dealer's and Finisher's Convention in Chicago last month.

"L'Avenue D'Argus" was the name we gave our aisle display in the convention hotel, the Conrad Hilton. The setting created to display our products was a street in Paris. Props, cleverly designed by Jimmy Barker, Advertising, to point-up and sell Argus included background paintings of typical French buildings, quaint street lamps surrounded by pots of growing tulips and geraniums, French songs tinkling from behind a miniature ferris wheel.

All this French atmosphere led up to the big Argus event of the show, a contest for dealers. The contest was conducted to get the best answer to "I like to sell the Argus A-Four because..." Grand prize was an all-expense paid trip for two, via TWA airlines, to Paris. A chauffeured private car meets the lucky dealer and his companion at the airport for a tour of the city which includes the Eiffel Tower, Champs Elysees, Arc de Triomphe, Folies Bergere and other noted French tourist spots. The luxurious Hotel Crillon will be the winner's home for his ten days in Paris. Needless to say, there was an eager dealer response to the contest.

French cafe-style tables with brightly-colored umbrellas were set up at the show to display our cameras. This way, dealers with our sales representatives, could examine Argus products carefully, and at their leisure. High interest was shown in our new products, the Super "75" and the Automatic 300 projector (see page 8).

Surrounding the cafe tables and adding to the feeling of spring was a green carpet simulating grass. The L'Avenue D'Argus walk was built of red tile.

Sure sign that our Paris street scene was successful came from several of our camera competitors who stopped at our booths to tell us that our display was the best of the show! Argus people who attended the convention agreed that this was definitely our show of shows.

Our L'Avenue D'Argus display was alive with color, flowers, music, filled with the gayety of Paris in the spring. We planted tulip bulbs in Kalamazoo, Michigan, eight weeks before the show opened. The first day of the convention, 300 bright tulips were in bloom.

Below, left: Roy Gustafson was just one of many shutter-bugs there.



Ted Humphreys, Walt Rickhoff and Eric Soderholm were among the Argus people at the convention.



Above: Dudley Scholten and Bob Dunlap take part in an earnest convention discussion.

Below: Ted Humphries talks cameras to a dealer.



Profit-Sharing Fund Has New Officers

In the managing committee meeting of the Profit-Sharing Retirement Fund held March 5, it was announced that Les Schwanbeck had been appointed member of the committee by the Board of Directors of the Company. Les is replacing Jim Brinkerhoff who was forced to relinquish his duties on the Committee because of the pressure of work on his new assignment as Factory Manager.

It was unanimously agreed in the managing committee meeting to accept the resignation of Les Schwanbeck as secretary of the committee in view of his appointment as representative. It was also unanimously agreed to appoint Thomas Spitler as new secretary in Schwanbeck's place. In connection with the appointment of Mr. Spitler, it was noted that even though he is not a member of the Profit-Sharing Retirement Fund at this time, his position as Director of Industrial Relations is closely allied with the administration of the Fund in relation to the participating employees. The Secretary's position is of a functional nature and it is logical that the head of the Personnel Department be given this assignment.

With these changes in assignments, the managing committee of the Profit-Sharing Retirement Fund is made up of Harold (Babe) Peterson, Hector Haas, Clint Harris, Les Schwanbeck.



You Asked Andy

By Andy Argus

I just got a quick look at the story on what's in store for Independence Lake next summer. Man, I can hardly wait to get started with that fishing and swimming! Sounds like a good time will be had by the whole family.

The first question is a good one. It involves that weekly or twice-a-month pay check which is a pretty important factor in any man's life.

Annual Improvement Factor Increase
Last year about this time we all got an extra 4¢ an hour annual improvement factor. If I remember correctly, this yearly bonus of 4¢ was to continue until 1955. If that is the case, I haven't seen any notice of any for this year yet. And if we aren't to get it, I would like to know what happened. I'm not the only guy who is in doubt, so would you please explain.

Well, I dug into that one in a hurry. Mrs. Radford pulled out the employee notice from last June and told me that it still holds true—just as it was written then. Here it is:

"We originally adopted the GM Annual Improvement Factor for 1951, 1952 and 1953 only. We are pleased to announce its extension to 1954. Effective the first pay period beginning on or after June 1, 1954, there will be a 5¢ per hour increase to compensate for increased productivity."

For people on a salary rather than an hourly pay basis, this is the way the notice stands:

"Effective June 1, 1954, the following adjustments will be made for the Annual Improvement Factor:

Base Salary as of June 1, 1954	Annual Improvement Factor Increase
.00 - \$280.60	\$ 9.24
280.61 - 385.60	11.74
385.61 - 490.60	14.24
490.61 - 720.60 (class 13)	16.74
Class 14 and over	-0-

PRODUCTS UNVEILED AT PHOTO SHOW

Indoor photography has become a part of every American home, and Argus is keeping pace with this trend by adding new products which fit into the family theme. Our two new products were developed as a result of extensive studies by our field salesmen, working with dealers, which showed a definite demand for a low-priced focusing camera and a fully automatic projector which requires a minimum of effort to change slides.

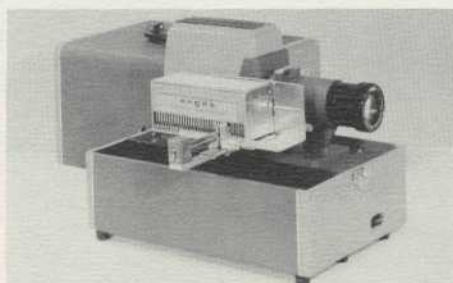


SUPER "75" - This is a reflex-type camera with an adjusting lens mount and variable lens opening which introduces Colormatic - a simplified system for taking flash pictures. The easy Colormatic system requires only an estimate of distance from camera to subject. The lens is then set at that distance and the lens opening at the corresponding color.

The Super "75" has a three-element f:8 coated Argus Lumar lens specifically designed to produce sharp pictures both indoors and outdoors. The Super "75" is retail priced at \$22.50, including 10% excise tax, with flash attachment at \$3.80 and case at \$3.15.

AUTOMATIC 300 PROJECTOR - This projector includes a standard rotary changer for those who wish to show individual slides, in addition to the automatic changer.

The automatic changer operates with one stroke to enter the slide in front of the lamp. The retraction stroke changes the slide and advances the magazine. Magazines hold 36 exposures. The projector is retail priced at \$66.50 complete, including 10% excise tax, with extra magazines available at \$2.25. Separate changer units may be purchased for \$14.95.



Favoritism Shown in the Late and Absenteeism Policy

This letter really made me do some digging. I got my answers from Tom Spitler who says that you are right, no favoritism should be shown here. He told me that a late and absenteeism policy is in effect and that periodically it is reviewed to prevent inequities from occurring. If the facts you stated are correct, he says, it looks like some further review is in order.

Although no definite information can be given you at this time, rest assured that all leads are being checked to see if such a condition does exist and if so, to take corrective action.

A number of people have asked me about an article that appeared in the paper the other day in which the Federal Trade Commission criticized the company's discount structure. This subject is a highly technical one and is being handled in routine fashion by our attorneys. It has no bearing whatever on the operation of the company.

ANDY

THE ANNUAL ARGUS FAMILY NIGHT will be held Friday, May 7. Open House for the general public will be held May 14.

Two 20 Year Anniversaries Marked This Month

Two employes, Ed Kuehn and Norm Egeler, who began working for Argus way back in 1934, celebrate their 20th year with the Company this month. Below, left, Norm who works in the Paint Shop is being congratulated by his brother Rube, also of the Paint Shop. On the right, Ed Kuehn from the Shipping Department gets a hearty handshake from Ken Holzhauser, also of Shipping.



Suggestions Win \$346



One of Georgia Betke's suggestions brought her \$152.53 and another \$5.00 last month.

THESE PEOPLE CELEBRATE THEIR 10TH YEAR WITH ARGUS THIS MONTH.



Florence Thomas, Final Inspection



Lula Belle Phillips, Camera Assembly



Mary Wilson Receiving Inspection (now on leave of absence)



Robert Allan, Paint Shop

Joseph Brahm, below, from the Tool Room started working for Argus 15 years ago this month.



Everybody in the deep South knows that last month the city of Mobile, Alabama had its first snowfall since 1899.

What they don't know is that every camera, every film regardless of size, make or type was sold out and people were driving as far as 50 miles in their efforts to obtain them!

Last month \$346.11 was paid out in suggestion awards.

Largest award of \$152.53 was received by Georgia Betke, Lens Centering, for her suggestion of an improved method for handling lens.

Maurey Howe, Machine Shop, received \$44.78 for his suggestion of a change on the bracket tube machine. Awards of \$25 each went to Robert Taylor, Paint Shop; Larry Swaney, Lens Grinding; Claude DeBow, Lens Blocking.

Walter Johnson, Machine Shop, received \$13.80 and Leo Stapleton, Final Inspection received two \$10 awards. Other \$10 awards went to Elroy Abeldt, Glass Salvage and Ventura Brown, Government Packing. Hector Haas, Production Engineering; Georgia Betke, Lens Centering; Virginia Birney, Methods and Standards and Orville Harrison, Production Planning won awards of \$5.00 each.

You Will Receive Book On Suggestion Plan This Month

A booklet explaining the Argus Suggestion Plan system will be mailed to the home of every Argus employe this month. This book tells what to suggest and explains how suggestions are serviced and how awards are determined.

Look for the booklet, send in your suggestions and begin to receive cash awards!

Vacations Set For July

Summer shutdown for inventory and vacations will be the last two weeks in July—from the close of work on Friday, July 16 to Monday, August 2 this year.

All vacations should be taken at this time unless the nature of an employe's work necessitates different scheduling.

Stark Calls

George Jordan, Government Optical Assembly, has a new girl, Rosemary Grace, born February 8.

Virginia Jacques, Camera Assembly, has a boy, Gary Thomas, born March 8. Daddy, Julius, works in the Machine Shop. Grandmother Lucy Hawks works in Camera Assembly.

Dick Savery, Production Engineering, has a new son, Robert Franklin, born February 25.

Wilfred Bonnewell, Government Optical Assembly is father of a new son, Dewey John, born February 14.

Daniel Stephen is the name of Bill Miller's (Lens Polishing) new son.

Dick Dorow, Optical Assembly, has a son, Jon, born March 15.

Dick Sarns, Engineering, has a son, David Richard, born March 27.

Marcia Ann is the name of the new baby at Joe Newmyer's (Machine Shop) home. Marcia was born March 11.

Charles Tighe, Machine Shop, is proud father of a baby girl, Pamela Sue, born March 11.

Bob McIntyre's (Machine Shop) new daughter's name is Linda Marie. She was born March 7, weighing 6 lbs., 12-1/2 oz.

Jill Maers, Optical Assembly, has a boy, Carl John, Jr.

Hector Haas is Honored

At the American Society of Tool Engineer's Meeting on March 17, Hector Haas, Engineering, was awarded the 1954 service pin for contributing the most outstanding work to the local chapter. Hector was editorial chairman last year and was instrumental in developing a news publication for the chapter.

Super "75" Gets Test



Above left: Forrest Graves, Machine Shop, gets his "75" from Jerry Criss, Personnel.

Above right: Joyce Schlicht, Personnel, gives Bill McCrie, Tabulating & Test camera.

Above, Ginny Lau, Camera Assembly, examines the "75".

A group of Argus people have been selected to test the new Super "75" camera. They're busy, right now, snapping photos in their spare time. Next month, "Argus Eyes" will print a few ideas on what they liked best about the camera.

COOK OF THE MONTH

First in a series of stories about Argus experts in the kitchen.



Edna's husband and 7 children are eager testers of her original recipes. Here Mr. Bourdelais gets a bite of freshly-baked bread.



One of Edna Bourdelais' favorite pastimes is baking. Here she gets ready to roll-out pastry.

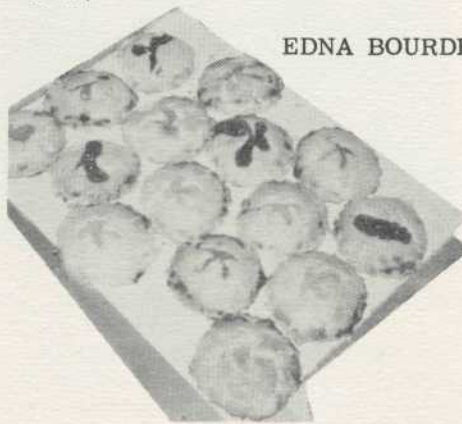
"To me, reading a cookbook is as much fun as reading a story book," Edna Bourdelais says as she bustles about the spacious, friendly kitchen in her home overlooking the Huron River near Buck Lake.

In the nine years she has worked for Argus, Edna, now in Optical Assembly, has become well-known for her pert, sparkling personality and her out-of-this-world baking.

"Sometimes I make up my own recipes," she says, "and sometimes I revise those I find in cookbooks."

One of her specialties—a puffy pastry which she uses for tarts, pie crust, meat pasties or "just anything you use pastry for" is a recipe she originated and used when she had a bakery in Massachusetts. Here it is:

EDNA BOURDELAIS' MELT-IN-YOUR-MOUTH TARTS



3 cups unsifted all-purpose flour

1 teaspoon salt

1-1/3 cups vegetable shortening

1 full cup cold water

Raspberry, cherry or strawberry jam or orange marmalade

Sift together flour and salt. Cut in shortening with the fingers, using an up-and-down cutting motion. Cut until shortening lumps are a little larger than large peas. Add water, Place on floured board and knead just enough to mix. Dough will be sticky. (For easier handling, refrigerate for about 1 hour.) Roll out to about 1/4" thickness; cut into rounds with 3-1/2" cookie cutter. Moisten edges of rounds with water. (Moisten about 4 rounds at one time.) Place 1 heaping teaspoon of jam or marmalade on one round. Top with another round and seal by pinching top and bottom edges together. Cut an X in the top of each tart to allow escape of steam. For a shiny, glazed look, brush tops with milk, or a beaten egg yolk mixed with milk. Bake on ungreased cookie sheet in hot oven (425° F.) about 30 to 35 minutes. Makes lots of tarts! (You can store part of dough in refrigerator for future baking if you wish.)

Lyra Chorus to Sing

The dates, April 23 and 24, are circled on the calendars of Joe Wright, Receiving, Jim Meldrum, Engineering, and Don Forsyth, (Don's wife, Betty, works in Purchasing). These people all sing in the Ann Arbor Lyra Male Chorus, and their group is scheduled to present a program of "singing and laughs" at the Ann Arbor High School auditorium on those two dates.

The Lyra Chorus of 40 voices promotes singing in the community by awarding scholarships to the Interlochen Music Camp for deserving high school students. Argus people remember the group especially for the fine entertainment provided at the last annual Company dinner.

Sports Review

by Babe Peterson

BOWLING

The battle for the league title continues to be a wide open race with the issue still very much in doubt. Chuck McClune's Quality Controllers are desperately holding a 1-1/2 point lead over an ever-pressing Planning Five. Despite an impressive winning streak, the league leaders are finding it difficult to maintain their present position. But the Quality Controllers are confident that they have what it takes, and that they will close out a successful season by annexing the title.

Glenn Alt's Planners have continued their mad pace and are not giving the leaders a chance to catch their breath. This team has been successful in forcing the leaders into pressing efforts which have affected their ability. If these two title aspirants continue their feud to the wire, it is possible that the title could be decided on the last night of the season on position night.

Jack Cummings and his Thirsty Five team are now in third place. With "Big Richard" Leggett as their big stick, the dry ones promise nothing but trouble for their future opponents. If this team is unsuccessful in their final bid for the league trophy, it could be attributed to their encounter with Bill Betke's Machine Shoppers. After dropping the first two points by modest scores, the noisy ones were determined to take the last game and possibly salvage at least two points. However, "Larrupin' Lou" Belleau of the Machine Shop took personal charge of the line and proceeded to roll the highest single game that has been rolled since the Argus league was formulated 15 years ago. Lou started his big game with 4 solid strikes, then lost the 5 pin on another solid hit. Lou easily covered the spare and then followed with a string of 5 clean strikes and a spare. Lou's combination of 9 strikes and 2 spares added up to a whopping 268 total. This not only set an all-time Argus high, but is also the highest single game bowled in Ann Arbor this year. Congratulations, Lou!

Captain Marv Geiger's Ten Pins have now climbed to fourth place. If this belated drive continues, it could pave the way for this "dark horse" to slip through to the throne room in the last stages of the race. Another team that's edging up is the "T" Assembly crew. The acquisition of Max Putnam has given the team a new lease on life, and this entry is now tied with the Machine Shop for fifth place.

SOFTBALL

The response of manager Joe O'Donnell's first call for softball practice was gratifying and gives promise that again this year Argus will have a strong entry in league play. Most of the members of last year's championship team are returning and some new faces should lend strong support to these veterans. Manager O'Donnell's big job will be to develop a strong pitching staff. Joe reports that Gayle Nelson, star hurler of last year, will most likely be on the mound for Argus again this year. To give Nelson pitching support, the manager is on the lookout for pitching strength. Bob McIntyre could easily be the man. Bob gained considerable experience while pitching for a service team and could give Argus what they need to repeat as champions. The Recreation Club, which is again sponsoring the team, hopes that all available personnel will decide to play for Argus rather than cast their lot with another Ann Arbor team.

GOLF

Another banner year is anticipated for the Argus golf league. President Joe Dobransky called a meeting of those who had volunteered to serve on the various committees. At this meeting, Bill Sturgis and Bill Doyle were elected as co-chairmen of the organizing and scheduling committee. Ray Clark was selected as chairman of the rules committee. This committee is now in the process of preparing a ballot for the members to select the rules that will govern play this summer. The committee requests the cooperation of all members in this action. Oscar Spaly was chosen to head the important special events committee. The task of all these people can be made easier and more enjoyable if all members give their fullest cooperation. All information pertaining to the golf leagues will be posted on the bulletin boards.

BOWLING BANQUET NOTICE

Although the Recreation Club does not directly sponsor the bowling leagues, it does sponsor the bowling banquets. However, only Recreation Club members are eligible for banquet sponsorship.

To become a Recreation Club member, any Argus employe need only purchase a membership card from a club officer or representative. Anyone not a club member, must pay for his own banquet ticket.

Archers Take Honors



Team members are, left to right: (back) Mike Terry, Louis Davis, of Camera Assembly, Bill Miller, Polishing (Melvin Quackenbush, husband of Marian Quackenbush, Government Optical Assembly, has been taking Bill's place recently), John Sertori, Tool Room, Al Terry, Tool Room and Captain Wilfred Bonnewell, Government Optical Assembly.

First place in the Ypsilanti-Ann Arbor Red Arrow Archery League was taken by the Argus Archery team this year. Argus will receive a large trophy in honor of this achievement and each team member will receive a smaller one.

Since this is the first year that an Argus team has entered into archery competition, the Recreation Club is particularly proud of this achievement.

In 1835 an English scientist, William Fox Talbot, made the first photo image. He also made the first positive prints from negatives, the first photographic enlargements, and published in 1844 the first book illustrated with photographs.

Argus Photo Album

In 1932, the Kadette Radio was assembled by the group below. The girls are standing in back of Plant No. 1 in the space now occupied by the Paint Shop, Receiving and Machine Shop.



Top Row, left to right: Helen Breining, Margaret Hall, Esther Shank, Edna Shruum, Pauline Melton.
Bottom Row, Left to right: Mary Howe, Eola Buckles, Leona Colton.



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Here's How You Can Win a \$25 Savings Bond

by Eddie Girvan

It is surprising how few pictures are entered in the "Argus Eyes" Cover Contest. Surely a \$25 bond is worth trying for!

If you do not have a suitable snapshot, it isn't too much trouble to load the camera and take one. Jim Meldrum did it with his baby picture; Jean FitzGerald did it with the posed shot of Hubby struggling with the income tax returns.

Any picture has a chance if the negative is available and it will stand enlarging. It is true that a theme tied in with a particular month's issue has a very good chance. The two winning pictures mentioned took care of January and March. The next issue will be May, and May suggests flowers. June suggests brides or the kids getting off to camp. July suggests the 4th or vacation. If you sit and think for a few minutes, each month will furnish its own ideas and you won't have to wait for that month to show up.

There are many sources of "stock" covers available, but "Argus Eyes" wants to use yours! Let's get one or more in. An entry suitable for October is just as welcome as one for May.

Want Tips On Flash Photography?



Now the same booklet Argus offered in a recent advertising promotion with Sylvania flash bulbs is available, free, to Argus employees! "How to Take Better Pictures and Have More Fun—with Flash" includes tips on posing, multiple flash hints for professional-looking photography, tips for vacation snaps and outdoor flash ideas. Get it at any one of the Good Reading Racks in Plant I or Plant II.

GIRVAN'S PHOTO CORNER

Clip and save in Loose Leaf Notebook to build a Photo Manual

COPYING

There are times when you would like to reproduce a photograph and you do not have the negative. This can be done photographically and with the set-up shown here.

Professional copy work requires a permanent set-up and a number of films and developers for the various materials being copied. The success of this relatively simple set-up depends on how careful you are.

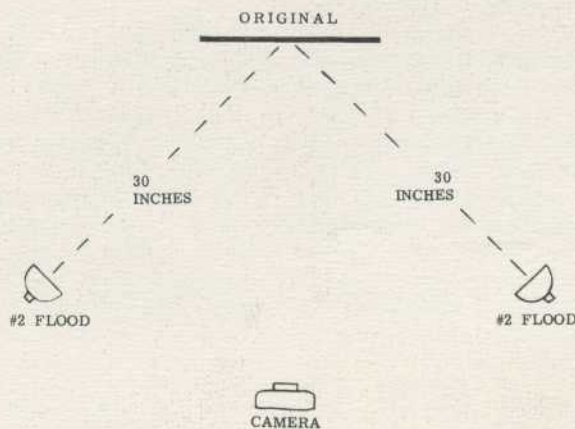
With the camera on a tripod or other firm support, be sure that it is parallel to the subject. This can be done by measuring and by eye.

At close working distances, the view finder does not cover the same area as the lens, so measure from the lens center to the floor and position the work to be copied so that the center is in line.

You will notice that the two lamps, which may be #2 reflector floods, are at a 45° angle to the subject. This provides even illumination and prevents reflections. Use 1/25 second at f6.3 with Plus X on Verichrome film.

This chart gives the correct distance from camera to subject and shows the approximate field coverage:

COPY LENS BEING USED	FOOTAGE SCALE IN FEET	CAMERA TO SUBJECT IN INCHES	50mm LENS COVERS IN INCHES	75mm LENS COVERS IN INCHES
1 + 1 diopter	Inf.	39	19 x 28	28 x 28
	15	32-1/2	13 x 19	19 x 19
	4	21-1/2	9-1/2 x 14	14 x 14
2 +	15	17-3/4	8-1/2 x 13	13 x 13
2 diopter	4	14	6-1/4 x 9-1/4	9-1/4 x 9-1/4
3 +	15	12-1/4	5-3/4 x 8-3/4	8-3/4 x 8-3/4
3 diopter	4	10-3/8	5 x 7-1/2	7-1/2 x 7-1/2



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