

March-April 1957 Vol. 13 No. 2

# argus

# eyes

Argus Cameras, Ann Arbor, Michigan

Division of Sylvania Electric Products, Inc.



# REVIEWING ARGUS PROGRESS

—by Robert E. Lewis

I guess that it is obvious to most of us that we are in the slow sales period of our year. Traditionally, sales during the spring months run one-half to one-third of our sales during the fall months. This year is no exception. We are building inventory at this time, however, in anticipation of a strong sales period later this summer and fall. There are some signs that we should follow a conservative approach in this regard, as sales in February were substantially less than the forecast made several months ago.

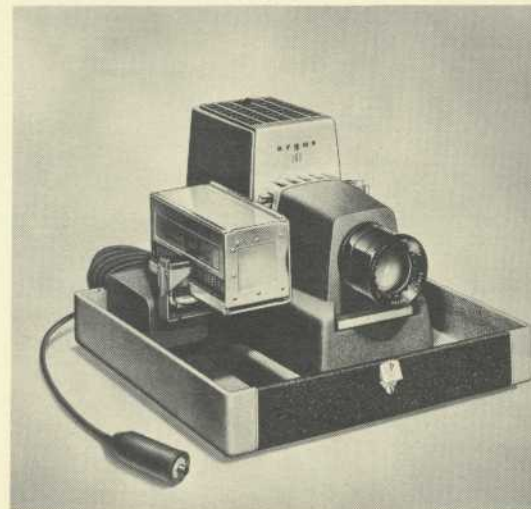
Most economists are predicting that 1957 will be as big a year as 1956, and on that basis we can anticipate a good year for sales of commercial products. There has been a steady increase in leisure time activities, which means an increase in the use of amateur photographic products such as we manufacture. Dealers' stocks of our products are low; however, they are not restocking as fast as they normally do. As soon as their sales pick up, we expect our orders will also increase.

Several of you have stopped me and asked if it was true that I have sold my house in Ann Arbor. The answer is yes. This was a decision I reached several weeks ago, with many personal regrets. My family and I have thoroughly enjoyed our 8 years in Ann Arbor.

The reason for my move (which is to New York) is the fact that as a corporate vice president I am spending an increasing amount of time on corporate matters. Office space has already been made available for me in the New York headquarters. From that office, I can meet frequently with other officials of the company who have similar responsibilities in other divisions. I have been spending half of my time in New York, and it would be more convenient for me to live in New York and commute to Ann Arbor as opposed to living here and commuting to New York. I expect to make the move sometime this summer. My primary responsibility, as president of Argus, continues to be for the operation of this division.

## As Result of Popularity Remote Control Projector Price Reduced to \$79.50

In these days of rising prices, it really is news when a price reduction is announced. That is just what was accomplished by Argus on March 15, when the retail price of the Remote Control Projector was reduced from \$85.00 to \$79.50.



The Argus 300-watt remote control projector has been on the market for less than a year, but it has gained immediate recognition as a quality product with many extremely desirable features. As a result, color-slide photo fans have literally made the Argus projectors "first choice."

With the new lower price, it is anticipated that Remote Control Projector Sales will reach new heights.

## About the Cover . . . and New Easier Rules

### For Argus Eyes Cover Contest

The cover photo this month is a sure sign of Spring, and fair warning that Les Schwanbeck means business when the Golfing Wars start again. Helping Les are his 7-year-old daughter Sandra, and 12-year-old Leslie.

Jan Gala wins the \$25.00 savings bond for dreaming up this photo and submitting it to Argus Eyes.

#### YOU CAN WIN TOO...

You don't have to be an expert photographer to win a \$25.00 bond for yourself. Just turn in a few

snapshots that carry some human interest theme, perhaps a seasonal idea, or a tie-in with some Argus activity.

To make the contest easier, regular snapshot prints may be turned in. They will be given full consideration, and if the subject matter has potentials, Argus Eyes will have an 8 x 10 enlargement made for you to receive final consideration.

The next issue will be May-June, so get your ideas...snap your shutter...and turn your prints in to Art Parker in the Employee Store office.

We extend our deepest sympathy to the family of Mrs. Irene R. Root, wife of Walter Root of Engineering. Mrs. Root passed away February 28. She worked at Argus for many years in Inspection.

# Andy Argus Reports On Recreation Club Nominations

## CANDIDATES FOR VICE-PRESIDENT



By Andy Argus



JOHN BORGESON



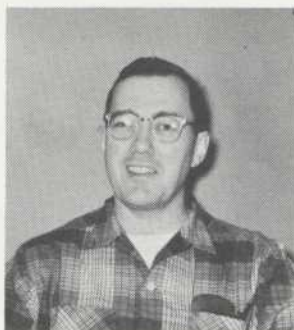
INEZ FLINT



JOE JAROSZYK



BILL DIXON



CONNIE GANZHORN

This month I batted a big fat zero—no questions in the boxes! So, I'm turning reporter to tell you all about the Recreation Club's nominations for new officers. As you know, the Vice-President always moves up into the Presidency to insure the smooth operation of the Club's activities. This year's Vice-President, Walter Bartell, will become President when the new officers take over in May. Candidates for Vice-President, Secretary, and Treasurer are pictured here.

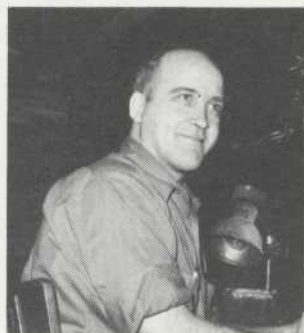
The election will be held early in April. Remember, this is your Club, so be sure to vote for your choice when the election rolls around.

If I don't get any questions to answer in the next issue, I will have to assume I've answered all there are, and move in to help Mr. Lewis with his article or Don Crump with the Sports page.

## CANDIDATES FOR SECRETARY



VIRGINIA BIRNEY



ED SAYRE

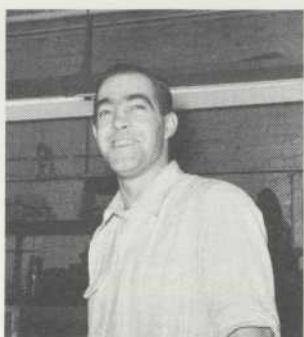


DONNA WALMA

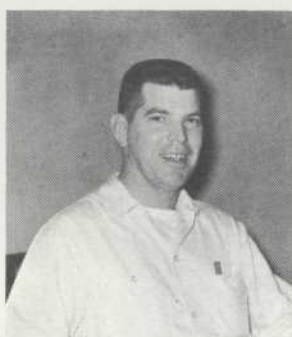
## CANDIDATES FOR TREASURER



FRED ALCHIN



JIM ROMINE



LEO STAPLETON



## Stork Parade

John Miatch, Standards, has a new baby boy, Steven Michael, born on February 9th. Steve weighed in at 7 lbs., 6 oz.

Doris Daugherty, C-3 Line, gave birth to a 7 lb., 14 oz. boy on February 17th. The baby's name is William Jene.

Patte DuCharme, General Factory, has a brand new member in the family, Julianne K., born February 12th. No report from the stork on the baby's exact weight, except that it was over 7 lbs.

Barbara Titus, Sales Department, is the proud Grandmother of Allison Barbara Dwyer, 6 lbs., 2 oz., born February 25th to Mr. and Mrs. John E. Dwyer.

Gerald Bowerman, Maintenance, has a new 6 lb., 12 oz. son, William Edward, born February 11th.

# Plant Tours Make Friends For Argus

Everything about Argus operates on a friendly basis, including our reception to folks who "drop in" to see what we do, and how we do it. Twice each day, genial Wayne Willeke, head of our Security Force, greets all visitors and acts as their host on a complete tour of the factory.

In recent months, Wayne reports there have been almost 1000 visitors, and they have come from all parts of the United States as well as 13 different foreign countries! It's easy to see that this important Argus public relations activity creates many new friends who, as a result of their visit, will always have a personal feeling about our company and products.

Our host finds this assignment very rewarding, and says he particularly enjoys the opportunity to show off Argus, and to meet many interesting personalities from all over the world.



THEY SEE IT, BUT THEY DON'T BELIEVE IT—that's the reaction as recent first-grade visitors inspect the Tabulating Department punch card work.

In addition to the regular daily tours, Argus arranges special tours for local groups such as scout troops, veterans' clubs, professional groups and school classes. If any group with which you are connected would like to arrange a tour, just call Wayne on extension 263.

As illustrated below, all plant tours start in the main lobby. First stop is an inspection of the lobby display window to allow all visitors to see the products which they will later see being produced.

Regularly scheduled tours start at 9:30 A.M. and 1:30 P.M. daily—no reservations are necessary.



PAYOFF FOR WAYNE WILLEKE often comes with the mailman, as many guests write personal "thank-you" notes. Above is typical letter from young visitor.



Dear Sirs  
Thank You for Showing  
Us around  
We had a very nice time  
We enjoyed it very much  
Thank You for Showing us how to make  
Cameras  
  
Love  
Libby

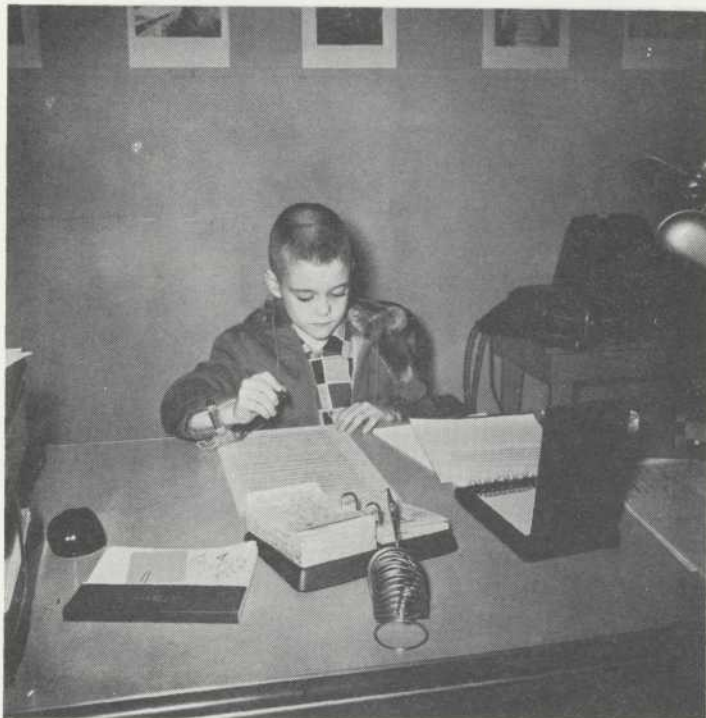
C-3 CAMERA ASSEMBLY IS AMAZING TO ALL VISITORS—but they don't all show it quite as clearly as this young fellow.

"I want to see what my Daddy does . . . . ."

Several weeks ago, a group of first-grade pupils from Haisley School toured Argus. Six of the pupils were children of Argus employees, so this became a very special tour, indeed.



PROUD ARGUS DADS explain jobs to pretty daughters. Above, Dick Ross of Tabulating with Jill Ross. At left, Russ Wedemyer shows daughter Nicola a 75 body.



READY TO TAKE OVER DAD'S JOB—Jon Wilson tries out Rob Wilson's desk in Sales Service Department.



STUDYING TOUR GUIDE FOLDER is Bill Armstrong's wife Audrey and son Dale, second and third from right.

## Argus Shows Dealers Huge Spring-Summer Promotion Program To Sell Color-Slide Photography



**ARGUS EXPOSITION DISPLAY**—This modern arch display will occupy a prominent position near the center of the huge International Exposition being held in Washington, D.C. during the last 10 days of March. Thousands of dealers will meet Argus salesmen here to get details of the big promotion campaign. During special hours, the show will be open to consumers, and over 100,000 are expected to attend. Sylvania flash will also be a major exhibitor at the show.

### New Argus Program Sells To Leisure Time Market

The sales promotion materials shown here are only a part of the total program which will go to work in early April to help our dealers sell more Argus products. It is believed that this campaign is the most complete ever offered to camera dealers!

The primary goal of the program is to help dealers attract and sell people who may not now be camera fans, but who need Argus color-slide photography to add to their enjoyment of other leisure-time activities such as boating, fishing and travel. Increased interest in all of these photogenic pastimes means more sales opportunity for Argus.

### GETTING THE MOST FROM ARGUS ADVERTISING

These two items from the Spring-Summer sales campaign will help dealers get maximum local sales value from the frequent Argus color advertisements in *Life Magazine*.

The handsome display features an illuminated transparent reproduction of a current Argus ad, and the actual products. This display is expected to have a long life, as dealers will be supplied with new ad transparencies regularly.

The counter card pictured here is used by dealers to display special



Argus ads which they have run in their local newspapers. The Ad-of-the-Month plan offers Argus dealers a specially prepared local ad each month to tie-in with Argus national advertising running at the same time, or with a special sales promotion plan. These ads are in addition to a broad selection of regular local advertising materials which are always available to our dealers.



### ARGUS SPRING-SUMMER WINDOW DISPLAY

This large, eye-catching display will be showing up in camera store windows across the country starting about mid-April. Most unique feature of this four-color display is that the entire section inside the projection "screen" is actually a full-color transpar-

ency which is illuminated from the back. The illumination is operated by a flasher cord to attract extra attention to the display. Even a quick glance gets across the idea of capturing leisure-time fun on color-slides.



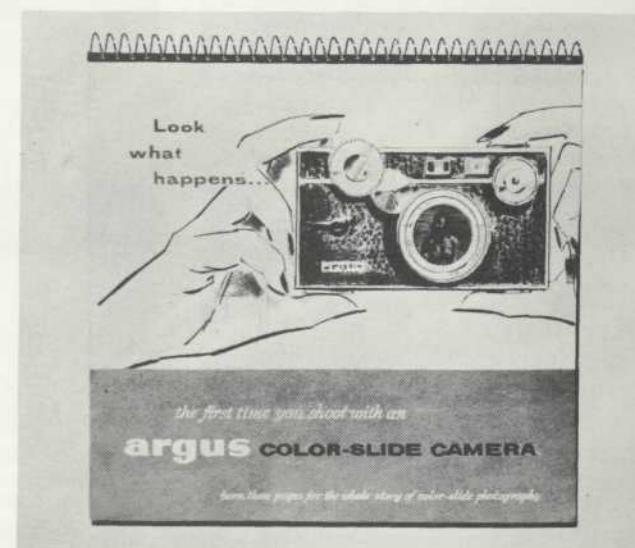
### ARGUS HELPS RETAIL SALESPEOPLE SELL MORE

These two items are the latest Argus contributions to the art of photographic salesmanship. Both are completely new and unusual developments designed to solve serious needs of our dealers.

The "Turn the Dial" display will be used to show new prospects the value of a rangefinder camera (C-3, C-4, C-44) and then to quickly instruct them in the principle of "seeing" the double image for focusing with a range-

finder.

The Color-Slide Photography Presentation is a counter-flip chart which invites customers to turn the pages and learn all about the advantages of Argus color-slide photography. This is followed by pages presenting complete details of each of the Argus color-slide photography items, including cameras, projectors, and exposure meters.



# Thirty Argusites Celebrate March - April Anniversaries



CLIFF OLSON  
Inspection  
15 years



FRED LEEMAN  
Standards  
15 years



GERTRUDE NORTH  
Machine Shop  
15 years



JENNIE LESNIEWSKI  
Optical Assembly  
15 years



EVA BAKER  
Optical Assembly  
15 years



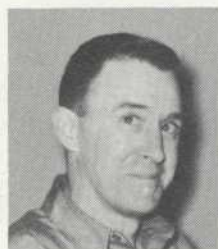
MARY WINGROVE  
Optical Assembly  
15 years



BESSIE COON  
Optical Assembly  
15 years



JIM BARTH  
Paint Shop  
15 years



JOE WRIGHT  
Receiving  
15 years



DICK TOWNER  
Machine Shop  
15 years



HENRY MINGES  
Screw Machines  
10 years



ART MAYNARD  
Guard Force  
5 years



STEVE COTITSAS  
Receiving  
5 years



ELMER KALMBACH  
Shipping  
5 years



MELVIN ECARIUS  
Blocking  
5 years



MILDRED PERRY  
Camera Assembly  
5 years



MARJORIE ROBERTS  
Projector Assembly  
5 years



WILLIAM KLINE  
Centering  
5 years



TOM BATES  
Shipping  
5 years



ONAH STEPP  
Camera Assembly  
5 years



MILDRED HELZERMAN  
Camera Assembly  
5 years



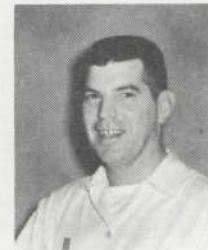
KATHERINE CANNIS  
Office Services  
5 years



WILLIAM SPICER  
Sales  
5 years



LOWELL ROBINSON  
Shipping  
5 years



LEO STAPLETON  
Inspection  
5 years



MARIE HARRIE  
Camera Assembly  
5 years



MARY BROWN  
Camera Assembly  
5 years



JOHN LAWRENCE  
Shipping  
5 years



CLAIR ROBINSON  
Machine Shop  
5 years

*Congratulations*

NOT PICTURED:

ART CHRIST  
Maintenance  
10 years

*To All!*

# Strictly FOR THE GIRLS!

**PINEAPPLE PERKS UP POT ROAST.** When used to garnish the popular beef pot roast, colorful pineapple will add flavor and appetite appeal to this economical cut of meat. Brown a 4-pound pot roast on all sides in 1 tbsp. shortening. Add a medium-sized onion (chopped), 1 tsp. salt, ¼ tsp. pepper, 1 tsp. celery seed, 1 tbsp. lemon juice, 1 cup boiling water. Drain 1 No. 2 can pineapple chunks. Place pineapple over meat. Cover and cook very slowly for about 3 hours or until meat is tender. Check occasionally to see if more water is needed. Just before serving time, cook 3 cups noodles in boiling salted water. Place meat on platter and border with drained hot noodles. Strain pineapple chunks from liquid and arrange around meat on platter.



**DON'T THROW OUT THAT PAPER** — until you take a second look. Sometime you may desperately need a financial paper or legal document you discarded in too big a hurry. Cancelled checks for payments on taxes, debts, mortgages, investments, insurance and major household purchases should be held indefinitely as they are recognized in court as legal proof of payment. Another word to the wise: Keep a copy of all hard-to-replace documents at home for quick reference, while you safeguard the originals in your safe-deposit box at the bank.



**A CHINESE DELICACY** that Americans have added to their list of food favorites is Shrimp Fried Rice. The following recipe will make four servings. However, it's so good and easy to prepare, you'll want to double it for an informal company luncheon or supper. Cook and clean one pound of fresh or frozen shrimp. Save a few whole shrimp for garnishing and chop the rest. Heat 3 tbsp. bacon drippings in large skillet. Add 2 cups cooked rice and saute until hot, about 2 minutes. Add 2 eggs (slightly beaten) and stir rapidly until eggs are well mixed in with the rice. Reduce heat; add chopped shrimp, ½ tsp. salt, dash pepper, 1 tbsp. soy sauce. Heat through. To mold, spoon hot mixture into a small bowl, press gently. Turn out on a serving dish. Garnish with whole shrimp and parsley. Makes four servings.



**CLAMOR FOR GLAMOUR?** Packaged instant puddings take on gourmet excitement when made with 1 cup commercial sour cream and 1 cup cold milk instead of 2 cups of milk as called for on the package. Beat the contents of the pudding package into the milk and sour cream combination as directed on the package. Chill for a few minutes and serve. Royal Instant Vanilla pudding tastes like a delicate cheese cake when made with half sour cream; other Royal instant puddings are equally delicious when made this way.



**A DINNER PARTY IN ORIENTAL STYLE** — curried food topping the menu, of course — will have an authentic flavor if served Indian fashion from a low, round table. A coffee table covered with a round plywood top and an Indian print adds an exotic touch. Refreshing beer or ale is the ideal accompaniment for highly seasoned curried foods. Serve both beer and ale, or combine equal portions and serve the drink "half and half." For added interest, give each guest his own set of condiments in small brass dishes on individual trays. These and other suggestions are in "Entertaining with Curry." For your free copy, write to: United States Brewers Foundation Inc., 535 Fifth Ave., New York 17, N. Y.



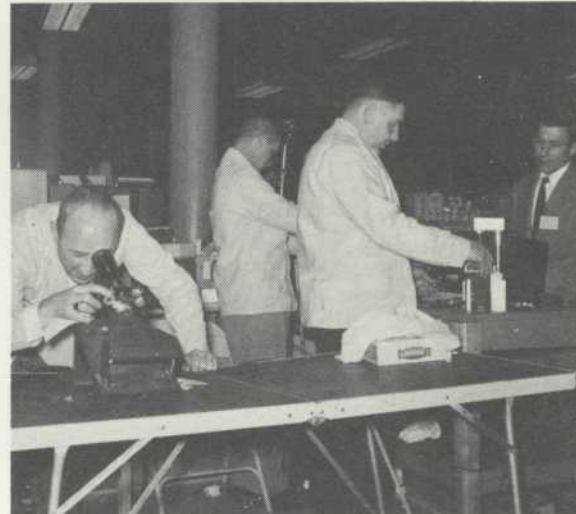
## Factory Experts Hold Toledo "Camera Clinic"

A highly successful all-day "camera clinic" was held in Toledo, January 28 as a joint promotion of Argus and dealer Gross Photo. The event was widely advertised in advance, promising that Argus Factory Men would be on hand, and offering camera cleaning, minor repairs and the answer to any photographic questions.

The large number of consumers who took advantage of the opportunity were well handled by a special team made up of Les Michael and Bud Farrell of Service; Joe O'Donnell, Inspection; Merritt Flom, Sales Service; Jack Pelton, Regional Sales Manager.



Regular Argus factory test equipment was set-up in the store to assure complete examination of cameras. For demonstration to color-slide photography prospects, Merritt set-up an Argus 300W projector focused on the screen behind him, as shown in the photo below.





## \$697.94 Awarded for Suggestions During January and February



EVERYBODY'S HAPPY ABOUT THIS ONE as Guy Wescott presents suggestion award to Ed Blythe, department 31, while Ken Kaufman leads the cheering.

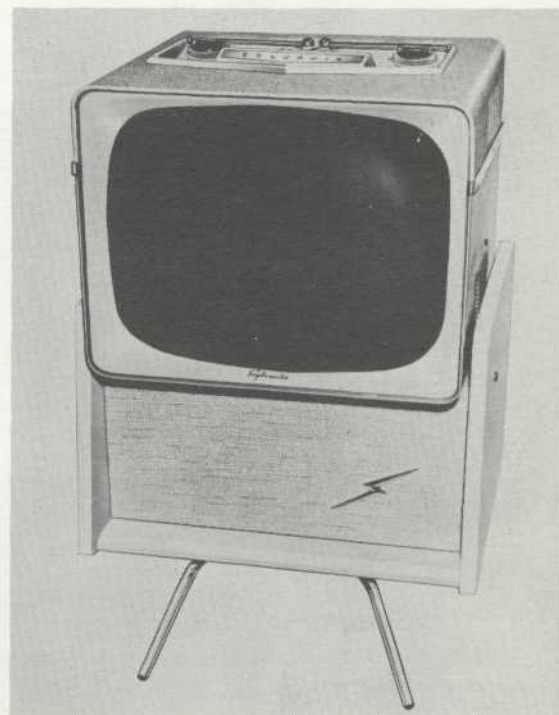
An award of \$227.43 made to Ed Blythe was tops among 22 winning suggestions during the last two months. Ed's suggestion created a production cost saving by improving the method of scrubbing lenses in department 31.

Other major money-makers included suggestions from Robert Bultman, department 28; Willie Parson, Nick Bandrofchak and Peter Oppe, all of department 10; Walter Hubbard, department 15; Stanley Salamin, department 9.

Smaller cash awards were earned by Linus Knieper, Evelyn Williams, Cecille FitzGerald, Herbert Roberts, Jr., Orviel DePlanty, William H. Poirier, Orviel Harrison, Elton Guenther, Zolton Drago, Ronald Daugherty, Harold C. Luckhart, Russell Warren, John H. Goss, Jesse Ross and Floyd A. Myer.

## Another Sylvania First

### NEW SLIM-SHAPE TV PICTURE TUBE



Some day in the not too far distant future you'll be watching television from a flat set, hung on the wall like a picture. Recently Sylvania took a major step in this direction, when it became the first manufacturer to introduce the 110-degree magnetic deflection picture tube in television sets. This new type tube enables manufacturers to put out sets which are shorter in depth and lighter than present sets using the 90-degree tubes and also have improved contrast and picture clarity.

Sylvania's three new 17" portable TV sets, using this new type tube, the Caprian, Miamian, and Bermuda, are only 13-5/8" deep—four inches shorter than if a 90-degree picture tube had been used. They weigh 34 pounds—five pounds lighter than with the old-type tube.

These new portables are unbreakable tailored steel cabinets. Some models have a built-in antenna which can be recessed into the cabinet, when not in use. They are available in the employee services stores.

With increasing progress in the picture tube field and constant research and development in transistors and semiconductor devices, the day of television on the wall cannot be too far off.



"OH, THAT'S HIS HALOLIGHT. HE USED TO BE A SYLVANIAN."

## Frank Ammerman Wins Argus Cribbage Tourney

Frank Ammerman has won the right to represent Argus Recreation Club in the City Cribbage Tournament. We wish him lots of luck. The winners of the first three places in the Argus Men's Cribbage Tournament were:

1. Frank Ammerman
2. Gene Rossbach
3. Ed Olson

# Sports Review

Don Crump

### Argus Men's Bowling (Days)

The Hi-Liters are continuing their winning streak and are out in front by four points. They have been out-bowling and out-talking all the other teams in the league. With only eight weeks of the season left, they are going to be tough to get out of first place. Only four points behind the Hi-Liters are the Thirsty Five, a team you can't count out until the last ball has been thrown and the last pin knocked down. In third place are the Tabulators, a very determined team. This team has come up from behind and will be a hard team to discourage. Tied with the Tabulators are the Tool Room team, captained by G. Bock. With such bowlers as D. Zemke, W. Fraser, R. Bultman, J. Sartori and G. Bock, this team will not be counted out until they are knocked out.

Standings so far this year:

	Won	Lost		Won	Lost
1. Hi-Liters.....	63	33	8. Atomic Five.....	48	48
2. Thirsty Five.....	59	37	9. Green Hornets.....	46	50
3. Tabulators.....	56	40	10. Five K's.....	46	50
4. Tool Room.....	56	40	11. Hi Lo.....	44	52
5. Engine Ears.....	52	44	12. Ten Pins.....	37	59
6. Argus Q.C.....	51	45	13. Scrubs.....	36	60
7. Pin Poppers.....	50	46	14. Service.....	28	68

## First Call For Golf

It's about the time of the year to start organizing your golf leagues. Let's have a larger turnout this year than last. Choose your partner and let's go.

### Women's Bowling

Standings so far this year:

	Won	Lost		Won	Lost
1. Snap Shots.....	70½	29½	4. Lucky Strikes.....	43	57
2. Shutter Bugs.....	62	38	5. C-Fours & Flash... 39	61	
3. Keyliners.....	48	52	6. Argusettes.....	37½	62½
			High Single Game - Bonnie Griffith	- 204	
			High Three Games - Ruth Crandell	- 525	
			Martha Luckhardt-	520	
			High Team Game - Shutter Bugs	- 788	
			High Team Series - Shutter Bugs	- 2119	

## Womens Cribbage Tournament

The first three places were won by:

1. Katie DelPrete
2. Bonnie Griffith
3. Evelyn Dougan-Wilma Simons-tied

### Night Shift Bowling

Standings so far this year:

	Won	Lost		Won	Lost
1. Short Five.....	71	25	4. Nutriliters.....	48	48
2. Dixie Five.....	50	46	5. Niners.....	47½	48
3. Strike Outs.....	50	46	6. Five Pins.....	22	74

The night shift bowling banquet will be held April 27, 1957, at the Farm Cupboard at 6:00 o'clock.

### WINNERS

#### ARGUS MIXED DOUBLES

1. Ed & Delia Selent.....	1297	9. John Miatech & Dot Wier..	1195
2. Bruce Fraser & Irene McCowan.	1295	10. Jan Gala & Dot Robbins...	1193
3. Dick Towner & Clara Robinson..	1231	11. Jim Canada & Laura	
4. Don & Peggy Crump.....	1211	Chambers.....	1193
5. George & Marion Coats.....	1210	12. Art Selent & T. Conley...	1193
6. Gene Rohde & Pat Brinkworth...	1206	13. Frank Smith & Inez Flint .	1182
7. Chuck Renner & Donna Guyer...	1204	14. Jack Johnson & Delores .	
8. Floyd Meyer & Thelma Beck....	1203	Helzerman.....	1180
		15. Clyde Riley & E. Reynolds	1180

### SQUAD PRIZES

HIGH SERIES WITH HANDICAP	
Men.....	Chuck McClune ... 631
Women.....	Irene McCowan ... 681
Men.....	Ed Selent..... 653
Women.....	Delia Selent ..... 644
Men.....	Clyde Riley ..... 643
Women.....	Peggy Crump..... 611

HIGH SINGLE GAME ACTUAL	
Men.....	C. Rothfuss ..... 244
Women.....	Marion Knight .... 202

HIGH SINGLE GAME HCD.	
Men.....	Dick Towner..... 240
Women....	Donna Guyer..... 230

LOW SERIES ACTUAL	
Men.....	T. Brooks ..... 354
Women....	Phil Dempsey..... 287

MOST SPLITS (3) GAMES	
Men.....	John Sartori..... 6
	Joe Jaroszyk ..... 6
	Ken Hoyt..... 6
Women....	K. DelPrete..... 8

## Bowling Honor Roll

### MEN

G. Alt.....	277
T. Knight.....	259
A. Norwall.....	246
E. Billau.....	245
C. Rothfuss.....	242
G. Rohde.....	238
E. Schneeberger.....	238
M. Wellman.....	235
R. Leggett.....	235
J. Miatech.....	235
J. Fraser.....	234
F. Alchin.....	232
S. Solamin.....	231

### WOMEN

Bonnie Griffith.....	204
June Osborne.....	195
M. J. Rutledge.....	194
Ruth Crandell.....	193
Lois Niles.....	192

# argus eyes

Published every other month for the employees  
of Argus Cameras, and their families.  
Coordinator - Arthur Parker, Jr.

REPORTERS: Machine Shop - DOROTHY LIXEY, Camera Assembly - RUTH O'HARE, Purchasing - BETTY FORSYTH, Lens Processing - BETTY SHATTUCK, Maintenance - EMIL JOHNSON, Optical Assembly and Final Inspection - JEAN FITZGERALD, Engineering - HECTOR HAAS and JUNE OSBORNE, Standards and Production Planning - VIRGINIA BIRNEY, Tool Room - BILL FIKE, Accounting - RACHEL RODRIGUEZ, Service - TOM KENTES, Suggestion Office - PAUL McCOY, C-4 and 44 Assembly - THRESSEL CONLEY, Sales - BONNIE GRIF-FITH, Shipping and State Street Warehouse - LIZ CLAP-HAM, Paint Shop - RON ARNST, Night Shift - ART SE-LENT and WIEDERHOFT.

Feature writers: Robert Lewis,  
Andy Argus, Don Crump  
Photoprinting: Jan Gala

MATERIAL MAY BE REPRINTED WITH CREDIT TO  
ARGUS EYES

Litho in U. S. A.

# ARGUS CAMERAS

Division of Sylvania Electric Products, Inc.

ANN ARBOR, MICHIGAN

Return Postage Guaranteed

Olive W. Crump  
366 Pinewood St.  
Ann Arbor, Mich.

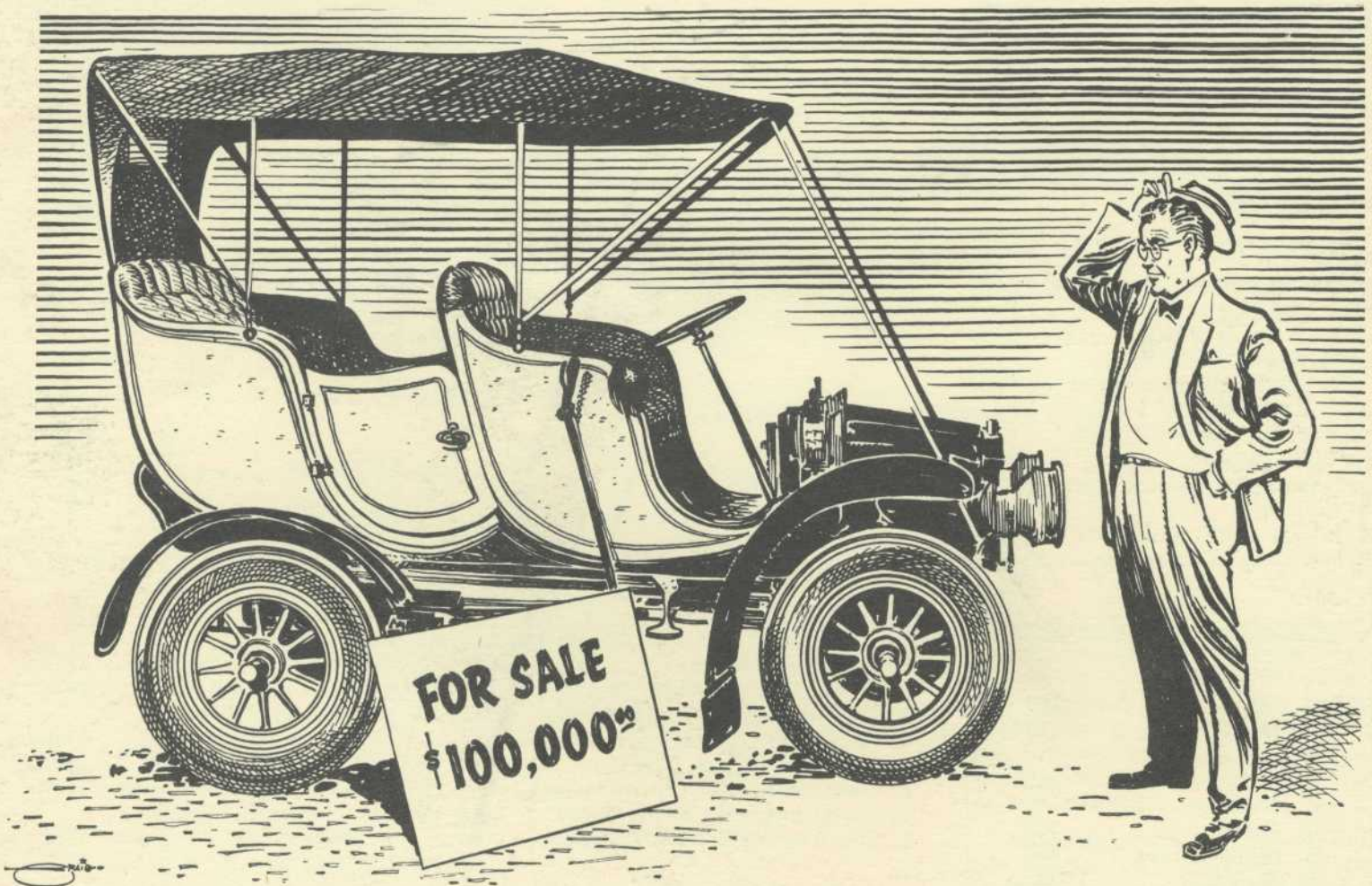
Sec. 562, P. L. & R.

U. S. POSTAGE  
PAID

Ann Arbor, Michigan  
Permit No. 598



## STRANGE CASE OF THE \$100,000 JALOPY



The automobile in the picture is a 1908 model. Its price tag seems fantastic. Yet, \$100,000 is about what this car would have to sell for today if it were hand-built, as cars were in the early years of the century.

Actually, the 1908 car did sell for \$3,000, which is more than the price of many modern, far superior, automobiles. It was a luxury well out of the reach of most pocketbooks in those times. The automobile is but one example of our nation's ability to put onetime luxuries into the hands of average people and to raise living standards steadily, through greater productivity.

TO WHAT do we owe the amazing fertility of our

American economy? Giving to all their just due, the fact is that wages and living standards could not have risen without risk investment of savings in industrial enterprises.

Any economic benefits government may provide fade into insignificance beside the immense flow of goods and incomes made possible by voluntary individual investment in creative production. A thing to remember, too, is that government benefits must come from increased tax burdens. On the other hand rewards to all from business enterprise multiply as tax burdens are decreased.