

Volume 15 No. 3

argus eyes

May-June 1958



Looking at Argus



by Joe Detweiler

In the last issue of Argus Eyes, I commented on the enthusiastic reception of our products at the Photographic Show in Chicago. I also emphasized that each of us had a big job ahead of us to make this New Products Program a success. Since that time, practically everyone has been involved in one way or another with some of the problems that come up in getting a new product started. One of the greatest responsibilities each of us has in this connection is that of maintaining our standards for quality.

For years, Argus has held an excellent reputation with our consumers and dealers because of the good quality of our products. One of the reasons that we are a leader in the 35mm field is this standard of quality. This same standard will apply to our movie products. We expect to gain the same stature in the amateur movie field as we have had in the 35mm field. For that reason the feature article in this issue is based on our quality responsibility.

OUR CUSTOMERS ARE OUR BOSSES

The people who will buy new Argus products for their personal use must be assured that they are buying a product which has an excellent appearance and is the best in performance. They must be offered a product of which they will be proud because of its over-all quality. "Customer satisfaction and pride of ownership" is more than an advertising phrase. We receive many letters complimenting Argus for its product quality.

For example, in a letter received recently, a customer writes:

"A few days ago I purchased an Argus projector Model 300 after comparing five leading brands. I selected the Argus chiefly because it gave a brighter and sharper picture than the others. The slides seemed to come alive on the screen, even some I didn't think too well of when used in my old projector. I decided to let you know that I appreciate a good product."

(We get a few letters of the other kind, too, but they're fortunately very much in the minority.)

The best thing that can happen to ensure the growth of Argus and the security of our jobs is a successful New Products Program. It bears repeating that much of the success

of this Program depends upon our efforts in the field of quality. Many of us perform jobs which are delicate or precise, and which are most important in meeting the critical specifications of our products. It is the sum of these individual efforts that produces the Argus product, superior in appearance and performance.

QUALITY IS UP TO THE INDIVIDUAL

No amount of good advertising, salesmanship, or design can ever replace each individual's own responsibility for quality. It not only affects the customer but it also affects each of us in his daily attitude toward his job. We have more pride in our workmanship and accomplishment when we refuse to compromise with quality.

There are many ways we exercise our quality responsibility in a con-

crete, every-day manner. Some of these are:

1. Critical appraisal and inspection of our own work.
2. Suggestions that improve the quality of our products.
3. Recognition of ability to produce good work.
4. Effective encouragement and aid by supervision.
5. Cooperation in solving quality problems.

CURRENT BUSINESS REPORT

We have now completed the first four months of our calendar year. These were the months in which we ran special close-out promotions on many of our products in order to pave the way for sales of our new 1958 line. These promotions were quite successful and we have been able to introduce our new products on schedule. Following the general trend of business conditions, however, our sales volume this year is lower than it was last year and profits have been depressed even more. Because of increasingly competitive conditions in the field, price levels of photographic products are trending downward. This means that we must continue to operate as efficiently as possible, avoiding unnecessary expenditures of any kind.

SALES SEA ACTION



KEN TRUE
Military Sales Manager

Military Sales Manager, Ken True, recently returned from an exciting five-day south Atlantic cruise aboard the aircraft carrier U.S.S. Lake Champlain C.V.S. 39 as a guest of Navy Secretary Thomas Gates. Ken was hosted aboard ship by a long-time friend Commander Walter Cooper who is Chief gunnery officer of the Champlain.

During the five days at sea, Ken watched the task force run through sub chasing and anti-aircraft maneuvers. He was also treated to several helicopter flights including the



CVS 39

task force mail run and observation flights. While aboard he met and chatted with the flagship officer of the force, Admiral Butts.

Culminating the week-long adventure was a flight from the carrier 300 miles at sea to Norfolk, Va. in a twin engined Gumman S2F search plane.

This experience was something of a first for both Ken and Argus, since it marks the first time a Navy Department supplier has been a ship-board guest during operational maneuvers.

ABOUT THE COVER—Ardie Everard (switchboard) and husband Bob, are pictured enjoying a favorite summer activity.

Photo work is Jan Galas.



You Asked Andy

By Andy Argus

STOCK OPTION PLAN

I see that the Company has announced a Stock Option Plan in which any and all employees may participate. At present, I don't know too much about the Plan except that it is going to give me a chance to buy shares of ownership in the Company I work for. Never thought of it before but this practically makes me my own boss. Don't know if I'll like that arrangement. Anyway, getting back to the Plan, all of us will be getting detailed information on its operation and how we go about buying, etc., and any other information pertinent to the matter. Incidentally, one detail I do know about the Plan is that we can use payroll deduction to buy. That's for me!

"HELP WANTED"

Those words would do big things in Detroit these days and I'm hoping I can get similar results at Independence Lake. Herman Bauer who is again overseeing the Recreation Club's projects this year tells me that a list of things to do will be posted at the Lake so that anyone in a working mood will not be at a loss for projects to keep him busy.

BON VOYAGE

Checking around recently, I found that nine people from Argus are intending to make the European Tour flight with 71 other Sylvania employees. They leave Willow Run on Friday, July 18 and return Sunday, August 3rd. Between those dates, the group will visit Rome, Florence, Venice, Paris and Brussels. All this for a handsomely low price. Several members of the group have promised pictures for a later issue of the "Eyes".

1957 Store Sales Lead All Other Divisions

RECORD SET IN '56 BROKEN

The calendar year of 1957 saw a substantial increase in our Employee Store sales. The increase in fact, approached the 100% mark with sales totaling \$113,759.12.



Storekeeper
WILMA SIMMONS

"SPOUSE INSPIRED IDEAS"

The following is directed to the wives and husbands of Argus employees.

Our suggestion committee is interested in all kinds of suggestions and particularly those that offer a cost-cutting solution to a production or maintenance problem.

How many times have you heard your spouse say, "If they would only ask me..." or "If they would only listen to me..." All employees have ideas on how the Company can improve its operation.

Well, the next time he or she comes up with one of these comments (or any other mild type brainstorm), you just pull out the suggestion blank accompanying this issue of the Eyes and say, "All right, kiddo, here's our chance! Write it down, right now, and let's find out just what it is worth."

The suggestion committee is not prepared to arbitrate just how you and your spouse should split up the award, but they presume a workable agreement can be reached.

MARCH & APRIL SUGGESTIONS AWARDS TOTAL \$1082.98

\$405.85 has been paid to Harold L'Esperence on a new product idea. Harold collected another \$14.50 award for an idea to re-claim files.

\$129.76 Denny O'Hare received this award for suggesting the elimination of an operation on a screw used on the C-4 and C-44 cameras.

Other recent awards include:

\$74.74	Iva Schram	Dept. 24	\$12.50	Margaret Sargent	Dept. 48
57.39	Ken Hubbell	10	12.00	Stan Ruffin	65
66.15	Bill Martin	70	12.00	Darwin Cox	53
31.00	Ralph Cutler	43		Charles Weir	53
30.59	Joe Jaroszyk	62	11.00	Frank Skowan	54
26.08	Laurence Mayers	10	11.00	Barbara Sargent	62
39.50	Orviel Harrison	62	10.00	Paul Stotts, Bill Kline	
25.90	George Jordan	20		Babe Peterson, Hal King	
23.52	Paul Guenther	27		Elton Guenther, Larry	
14.50	Harless King	70		Smiley, Orrin Decker	

Safety Pays... So Argus Helps Pay for Your Safety



Pictured here is Lauren Lutz, Dept. 28 with Safety Engineer, Wayne Willeke, discussing the merits of the two safety items Lauren recently purchased. The cost of his prescription ground glasses and the steel-toed safety shoes were paid in part by the Company. This same service is available to any employee who has need of the protection offered by safety glasses or safety shoes or both.

Fire Brigade Organized



The formulation of a Fire Brigade here at Argus will do a great deal to insure the safety of every employee. Each department has two brigade members who are in most cases that department's supervisors.

Brigade members are receiving special instructions (see photo) in all phases of fire prevention and emergency evacuation procedure. As part of this accelerated program, fire drills will be conducted periodically in which all employees will participate.

going
ONCE



AUCTION HIGHLIGHTS

going
TWICE



SOLD



Sylouette at World's Fair

The Home Electronics Division recently announced that the U.S. Government has picked their radically new "Sylouette" TV Console to exhibit at the World's Fair currently in progress at Brussels, Belgium.

This fine new design has captured the imagination of the American public in the few short months it has been on the market and our competition has already answered with sets of similar design. However, without Sylvania's exclusive feature Halolight, the competition thus far is a compromise on our design at best.

The TV set Division is particularly proud of the fact that this is the only black and white TV set displayed in the U.S. Exhibit. They



like to think of it as the only thing really new in TV, even newer than color.

Irv Halman Elected J.C.C. National Director



Irv Halman (Purchasing) was elected to one of six national directors posts for the Michigan Jaycees at the organization's state convention held in Grand Rapids, May 16 through 18.

Irv has been active in the Jaycees for over 6 years, serving in many local and state posts. He is a past President of the Ann Arbor Chapter and a former member of the local board of directors.

Irv's wife, Rose, has just completed a term as State President of J.C.C. Auxiliary.



Recreation Club News



LAKE AREA OPENS

Independence Lake Recreation area is now open for the summer season. The area caretaker has been on the job for over a month cleaning, painting and in general making ready for what will likely be the busiest seasons the area has ever experienced. A steady increase in the use of the Lake site by employees and

their families has occurred every year since the Company leased the property six years ago.

Many changes are being planned by the Employee Recreation Club to improve the already existing facilities which will make the area an even more desirable place for employees and their families to spend leisure hours during the summer months.

NEW CLUB OFFICERS ASSUME POSITION FOR 1958-59

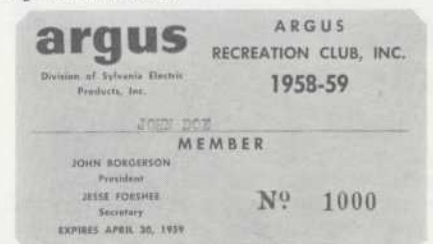
During the last week of April, employees elected a full staff of officers and representatives to operate the Employee Recreation Club for the 1958-59 activities year. New officers are John Borgerson (Dept. 49), President, Bill Betke (Dept. 49), Vice President, Jesse Forshee (Dept. 81), Secretary and Ralph Merrill (Dept. 70), Treasurer.

Departments are grouped in areas of geographical location with one representative for every one hundred

employees. In cases where a department is separated from the rest of the plant such as Shipping Department at South State Street, a representative is chosen for the group regardless of their numerical size. This operating committee plans and carries out all the Club's functions which include the picnics, dances and the sponsorship of the sports leagues. One of their most important functions is planning the use of the 150 acre Recreation area at Independence Lake. Most of the club's revenue is spent in running this area because more members make use of the facility than any other function sponsored by the club.

NEW KEYS AND CARDS

With the purchase of a 1958-59 Recreation Club Card employees may obtain a key which will permit them to gain entrance to the Lake area. The locks have been changed from last year so that new keys will be required. The old keys may be exchanged for new keys through Club representatives. Employees who do not now have keys may obtain one by depositing 35¢ with their Club representative.



Club cards sell for two dollars (\$2.00) and like the keys, may be obtained from Club representatives. The card entitles the member to participate in any or all club functions, and the Lake Privilege Card which is issued at no extra cost when a membership is purchased, permits the employees' family to use the Lake area in his absence.



QUALITY COUNTS



A NEW LOOK AT THE BIG WEAPON IN THE BATTLE FOR BUSINESS

The word quality is one heard frequently by Argus employees. A great deal has been said and even more has been written to explain the importance of quality in the manufacture of our products. The Photographic equipment field is noted for high quality standards, and any company intending to improve its competitive position must necessarily employ even higher quality standards as one means of capturing a bigger share of this market.

While any number of tangible elements affect the establishment and maintenance of quality the end result is by and large an attitude which quality or lack of quality creates in the dealers and consumers mind. Pride of ownership and the sense of value received is largely the result of the manufacturers' attention to quality.

Our concern with quality is generally in the area of manufacturing, but what of our attitude towards the subject as consumers. By asking what quality means to someone as a consumer, we can see another side of the story. Still another viewpoint can be obtained by asking employee, "How do you contribute to Argus quality?" We asked the two foregoing questions of various persons and believe that their answers offer "A New Look at a Big Weapon in the Battle for Business."

What Quality Means To Me.....

...AS AN ARGUS SALESMAN



RALPH BEUHLER

Of all the things that help to sell photographic equipment, quality and price are by far the most important. My customers are dealers and they know quality when they see it. They are also quick to point out any lack of quality. I must compete for sales on a quality level with cameras selling for many dollars more than Argus cameras. However, the Argus lifetime guarantee gives me a tool for selling that many of my competitors must sell without. It provides my dealers with assurance that he has only to sell an Argus product and we (ARGUS) will stand behind it because we feel and can prove that the quality of our products is second to none.

...AS A CAMERA DEALER

As a dealer I'm expected to stand behind the products I sell, even though I have no control of the manufacturer's policies on quality. However, I do carry photographic equipment made by many different companies, and I have substantial influence over what make of product my customers buy. It doesn't take a scholar to see that I would much rather sell a camera that I know will be trouble-free than one which is likely to be brought back by an unhappy customer who holds me responsible for any defects in the camera I sold to him.



Mrs. F. H. CAHOW
Cahow Drug Co.—Ann Arbor

How I Contributed To Argus Quality

Vern Peterson, Product Engineer

Project Engineering

My contribution to quality at Argus has been made by working with the personnel in all phases of Manufacturing, Engineering and Purchasing.

The quality problems that arise during each day may be in the line of improving an individual part of the function of the final product.

The fine cooperation received from each individual I contact helps me contribute and share in the fine quality of the product that is sent on to the dealer and the customer.



Thressell Conley, Assembler

I would guess that a good many of the C4 and C44 cameras in the hands of Argus customers passed through my work station on their way to completion. Maybe my personal touch on them would make little difference to the person who buys the camera, but I do know that without my efforts in maintaining the quality standards set up for my work that same camera owner might be darned unhappy with Argus. It's fun to be out somewhere and see a total stranger busy taking pictures with a C44 that I probably helped put together, and it is doubly satisfying to feel that this same stranger is happy with his camera because of its fine quality which is a result of my efforts together with those of my co-workers.



George Navarre, Screw Machine Supervisor

You know it is a long way from my operation to the finished product, and there are times when it is hard to visualize what importance a certain close dimension that's giving me trouble has on the finished product. On the other hand, I do know that specifications are not set arbitrarily and that the attention I give to my work is one step in "Building a Better Mouse Trap" as the saying goes. One bad part isn't likely to hurt me or the company to any degree, but a simple pyramid of one bad part here and there on a continuing basis would probably help to discourage customers in wholesale lots and this is unhealthy for both of us.



...AS A HOMEMAKER

I believe that most homemakers want quality but must gear those wants to the price they can pay. To me quality itself is a bargain.

In buying durable goods, I look for the brand name products and check their guarantee as a means of determining quality. What does quality mean to me? Well, I guess it means the chance to enjoy trouble-free service from any item I buy.



FRANCIS RIGGS

...AS A BILL PAYER



ROLLY WHITE

As a bill payer, I want to pay for an item or service just once, not three or four times because of breakdowns caused by poor quality. It seems to me that every manufacturer should be interested enough in his product to make it right to start with, and to stand behind it once it is sold. Those producers interested in profit alone usually have a poor product to offer by comparison and this is one reason brand names are usually my best buys.

Congratulations!



ARGUS ANIVERSARIES



ERWIN BRAATZ
Maintenance—20 yrs.



LEWIS BELLEAU
Machine Shop—20 yrs.



ENID CONNER
Camera Assembly—15 yrs.



ERIC ROSE
Tool Room—10 yrs.



VIRGIL BOYD
Machine Shop—10 yrs.



HELEN FARRELL
Accounting—5 yrs.



CHARLES CLAUSON
Industrial Engineering—5 yrs.



WILLIAM WEEDEN
Sales—5 yrs.



ESTELLA WOHLWEND
Movie Projector—5 yrs.

NOT PICTURED:

ELIZABETH
THEODORE
15 yrs.

BLANCHE
RANSON
15 yrs.

Greens Keeper Hoeft



A sure sign that the warm weather is here to stay is Ozzie Hoeft at the helm of our lawn maintenance equipment.

Keeping the greenery green at Argus is a big job and Ozzie faces daily problems that would make

weekend lawn trimmers want to fight.

Contending with foot traffic that would do justice to an infantry platoon is just one of the woes besetting Mr. Hoeft. So, tread lightly friend, lightly.

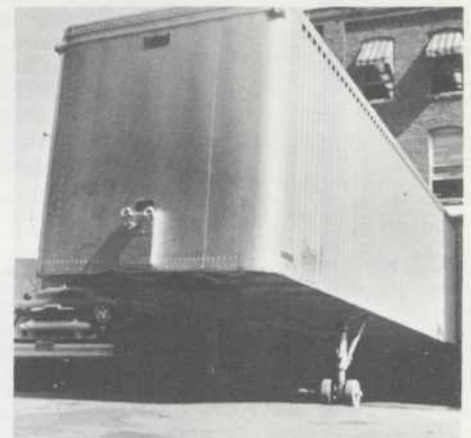


HEALTH MEASURE

Like a good many physical malfunctions, diabetes may be present in a person's system long before its effects are felt. It is important then, to find and treat this condition before the effects become serious.

Just as chest x-rays have been made available in past years, a check system to help employees determine their diabetic status will be conducted by nurse Fran Watterworth during June. Details of the program will be distributed soon.

ARGUS EXPRESS



Five forty foot trailer units and two Chevrolet tractors have been recently leased by this Division. The main purpose for this increase in our trucking fleet is to facilitate better field warehouse servicing and reduce inbound and outbound transportation costs.

FAMILY CIRCLE

Carraige Trade

ROBERT STANLEY RAU



Born March 25th
Weighed in at 7 lb. 1/2 oz.
Father is Bob Rau, Engineering.
Mother, Sue formerly worked in
Personnel.

BRIAN KEITH MOORE

Born March 25th
Weight 9 lb. 10 oz.
Father, Roy Moore, Engineering.

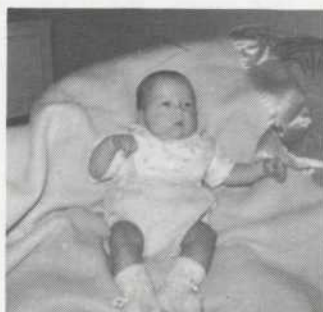
JOHN SUTHERLAND TROW

Born April 25th
Weight 6 lb. 8-1/2 oz.
Father, Bill Brow, Engineering.

GEORGE ALAN TREXLER

Born May 20th
Weight 8 lb. 1 oz.
Father, Bud Trexler, Sales Dept.
Atlanta, Georgia.

Mr. JEFFERY SWANSEY



Born Jan. 1st
Weight not reported
Father, Jim Swansey, Dept. 10.

DOUGLAS BRIAN NICKELS

Born April 9th
Weight 6 lb. 15 oz.
Father, Bob Nickels, Purchasing.

LINDA JENNINGS

Born May 17th
Weight 7 lb. 14 oz.

THOMAS D. KELLY

Born May 16th
Weight 7 lb. 8 oz.
Father, DeLoy Kelly, Engineering.
Grandfather, Willhio Kelly, Insp.

TRACY ANN FLANNERY

Born April 14th
Weight 6 lb. 5 oz.

Grown Ups

DAVID RAYMOND
at eight months



Father, Ed Raymond,
Dept. 11.

MISS CROFF
at 10 months



Father, Ken Croff,
Machine Shop.

PATTY ROCCO
almost two



Mother is Mary Rocco,
Personnel.

FAMILY NITE



Here Are Our JUNE GRADUATES

It's a long look backwards to graduation day for most Argus Eyes readers, but few if any will forget that big day in their lifetime. To the sons and daughters of Argus employees, pictured on this page, the Company extends its congratulations and best wishes for the success the future holds for each of them.



GARY D. HAWKS
Michigan State
University
son of
Lucy Hawks



**MARY JANE
WATTERWORTH**
Central Mich. College
daughter of
Fran Watterworth



PHYLLIS BAKER
Willow Run High
daughter of
Lucille Baker



**HELEN LOUISE
BAUER**
St. Thomas High
daughter of
Herman Bauer



ROGER BETKE
Ann Arbor High
son of
Bill Betke



BRUCE BROWN
Ann Arbor High
son of
Hazel Brown



DOUGLAS CRYSLER
Brighton High
son of
F. E. Crysler



MARJORIE O'DONNELL
St. Thomas High
daughter of
Joe O'Donnell



CHARLOTTE GRAF
Saline High
daughter of
Alfred Graf



JEAN HILLEGONDS
Ann Arbor High
daughter of
Clarence Hillegonds



PRISCILLA HILTON
Northville High
daughter of
Jeannette Hilton



SHIRLEY HOCK
South Lyons High
daughter of
Vera & Otto Hock



CAROL JANE KOCH
Ann Arbor High
daughter of
R. G. Koch



CARL A. PARDON
St. Thomas High
son of
Virginia Birney



**LILLIAN M.
RUTLEDGE**
Ann Arbor High
daughter of
Mary Jane Rutledge



RICHARD SCHRAMM
St. Thomas High
son of
Iva Schramm



CATHERINE SHAUER
Chelsea High
daughter of
Harold Shauer

Sports Review by Don Crump

Bowling

MEN'S DAY SHIFT

After another successful bowling season, we have a repeat for championship. The Tool Room came through after a tough battle to take the championship for the second straight year. The Tool Room team which consists of G. Bock, R. Bultman, William Fraser, D. Zemke, E. Rossbach and J. Sartori, has earned the right to represent the Argus League in the house playoffs for the Champion of Champions Tournament. There was a three-way tie for second place between the Thirsty-Five, Bud Twining Service and Green Hornets. A special roll off was arranged between these three teams with the Green Hornets taking second, Bud Twining Service third and Thirsty Five fourth. In addition to being in second place, the Green Hornets also will represent Argus league in the house playoffs for the Champion of Champions Tournament.

The Bowling Banquet was held at the Moose Lodge and a very fine dinner was put on by the Ladies of the Moose. After the completion of the dinner, the position money and individual prizes were handed out. Jim Fraser ended the season with high single game (actual) of 276 and also had the highest three-game series (actual) of 650. G. Bock rolled the high single game with handicap of 278 and the high series with handicap of 654. Gene Rossbach received the merit award for raising his average the most from a certain date. Chuck McClune again captured the honor for having the highest average at the end of the year of 177.8 pins.

Next years' officers were elected as follows:

Richard Leggett.....President
 Joe Jaroszyk.....Vice President
 John Miatech.....Sec.-Treasurer

The entire bowling league would like to express their thanks to Jesse Cope for his tireless efforts these past years for being the Secretary-Treasurer. Thanks again, Jesse, from the entire bowling league; now

you can bowl without the responsibility and worry of making collections.

MEN'S DAY SHIFT FINAL STANDINGS

	<u>Won</u>	<u>Lost</u>
1. Tool Room		
2. Green Hornets		
3. Bud Twining Service		
4. Thirsty-Five		
5. Scrubs		
6. Argus Q.C.		
7. Tabulator		
8. Lions		
9. Maintenance		
10. Renegades		
11. High Ballers		
12. Braves		
13. Forty-Niners		
14. Atomic Five		

LADIES' BOWLING LEAGUE STANDINGS

	<u>Won</u>	<u>Lost</u>
1. Snap Shots	91	42
2. Shutter Bugs	87	45
3. Lucky Strikes	81	51
4. Keyliners	58	74
5. Argusettes	45	87
6. Flashes	35	97
High Individual Game (actual)		
Peggy Crump.....	212	
2nd Individual Game (actual)		
Inez Lawson.....	210	
High Individual Series (actual)		
Peggy Crump.....	539	
2nd Individual Series (actual)		
Marilyn Jaeger.....	531	
High Team Game (actual)		
Lucky Strikes.....	788	
2nd Team Game (actual)		
Snap Shots.....	781	
High Team Series (actual)		
Lucky Strikes.....	2211	
2nd Team Series (actual)		
Shutter Bugs.....	2189	

Next year's officers were elected as follows:

M. Luckhardt.....President
 T. Burke.....Vice President
 B. Martin.....Secretary
 M. Rocco.....Treasurer
 D. Bowerman.....Sgt. at Arms

NIGHT SHIFT BOWLING FINAL STANDINGS

	<u>Won</u>	<u>Lost</u>
1. Lucky Strikes		
2. Five Stars		

3. Niners
 4. Dixie Five
 5. Five Spares
- High Single Team Game with Handicap—Niners..... 995
 High Three-Game Series with Handicap—Five Stars..... 2898

Another successful season was completed by the biggest little bowling league at Argus, the night shift bowling league. The banquet was held at the Farm Cupboard. Individual honors went to Terry Tighe, who rolled the highest three-game series with handicap of 660 and the highest single game with handicap of 264. The merit award went to Ed Domke for raising his average the most after bowling the first twenty-one games.



Golf

ARGUS LADIES' GOLF LEAGUE

Now is the time for you to exchange that dust mop for a putter; stop dictation and address that golf ball; put a tee in the ground after you've put that last screw in the C-3 camera; scramble through the rough for your ball instead of up a tree for your child. The scene of all this action is the Municipal Golf Course every Wednesday afternoon from 3:30 on. They don't expect to scare Patty Berg, but those gophers know better than to stick their necks out on Wednesday. Do come and join them next Wednesday. For further information about the Argus Ladies' Golf League call:

Beverly Martin at Argus
 Helen Krezel—NO 2-3454
 Helen Chapman—NO 3-4434



argus eyes

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

REPORTERS: Machine Shop - DOROTHY LIXEY, Purchasing - BETTY FORSYTH, Lens Processing - BETTY SHATTUCK, Maintenance - JOHN KOKINAKES, Engineering - HECTOR HAAS and JUNE OSBORNE, Standards and Production Planning - VIRGINIA BIRNEY, Tool Room - BILL FIKE, Accounting - CAROL WHITE, Service - TOM KENTES, Suggestion Office - PAUL McCOY, C-4 and 44 Assembly - THRESSEL CONLEY, Sales - LOIS ELKINS, Paint Shop - RON ARNST, Night Shift, LEO WIEDERHOFF.

Feature writers: Joe Detweiler
Andy Argus, Don Crump
Photoprinting: Jan Gala
Photography: Wilma Simmons
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

Sec. 562, P. L. & R.

U. S. POSTAGE
PAID

Ann Arbor, Michigan
Permit No. 598



HOW TO LIVE TROUGH THE SUMMER... AND LIKE IT

What is YOUR greatest annoyance during the hot summer months? Although "It ain't the heat, but the humidity" has been quoted so often as to become a national folk-saying, a recent survey shows that the American public bears up under the heat and humidity better than it does the too familiar attention of flies and mosquitoes, and the constant slam-and-bang of screen doors.

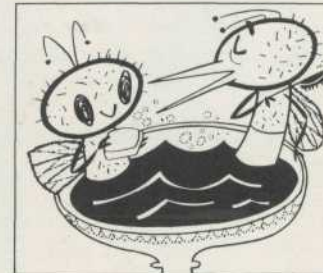
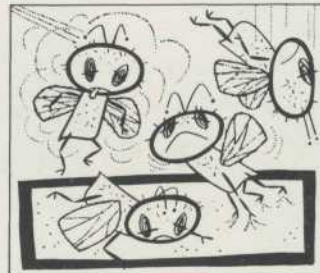
Because these insects are known transmitters of dangerous diseases, State and Federal Government Health Departments have long conducted research on insecticides. Recently, the U.S. Department of Health, Education, and Welfare announced an insecticide, DDVP, which is believed to be more effective than the earlier DDT. Many insect strains have developed which are resistant to the old DDT, and also the new DDVP is considered less potentially harmful to human beings.

It is important to take steps to destroy the breeding places of flies and mosquitoes, and equally important to keep them out of the house. Screen doors and windows that do not fit snugly, or have torn screening, are as bad as no screens at all. A screen door that doesn't close completely, or that opens and closes with a slam and a bang, is a hazard to the nerves of the householder on a par with the buzz and bite of the mosquito and the shocking sight of flies hovering over the family's food.



Did you know that a single pair of flies can produce 191 septillion offspring in one summer, if all lived? (That number, 191 septillion, written out looks like this:
191,000,000,000,000,000-
000,000,000-191 followed
by 24 zeros.) This estimate was made public by the National Pest Control Association.

1. Use space-sprays or aerosol bombs in the house.
2. Use the new super-repellent chemicals on skin and clothing.
3. Use residual sprays that will stick on screens, porches, and garbage cans.
4. Play safe with 16-mesh-to-the-inch screens on doors and windows to keep out all insects.
5. Hang screen doors to open outward, and equip each with a pneumatic-type door closer and a push-pull catch to insure quiet closings that stay closed.
6. Keep water from accumulating in the tin cans, eaves troughs, and street gutters.
7. Empty bird baths or chicken watering pans at least once a week.
8. Put screening over open cisterns, and tightly cover cesspools, septic tanks, and rain barrels.
9. Use larvicides on standing water in pools or ponds.
10. Stock ornamental pools with gold fish or top swimming minnows.
11. Use fly traps, fly papers, fly poisons, fly electrocution devices, and fly swatters in the homes.
12. Apply manure, when used, thinly on field and lawns to prevent flies breeding. Store manure in fly-tight boxes or pits, and treat it with borax, calcium cyanide, or super-phosphate.



Detailed information on specific chemicals to use in the battle against flies and mosquitoes may be obtained by writing the Bureau of Entomology and Plant Quarantine, Department of Agriculture, Washington, D.C.

00.2535