

Volume 15 No. 6

argus eyes

Dec.-Jan. 1958-9

Looking at Argus



by Joe Detweiler

As the New Year gets underway, the big news is the continuing new product program which will have some startling introductions in the months to come. Nineteen fifty-nine will surely be known as Argus' year of automatic products, because our engineers are now preparing exciting new automatic features for both movie and color slide cameras!

Based on the tremendous market potential of new products slated for introduction in 1959, our sales forecast anticipates a 24% increase over 1958! And 1958 ended with sales volume slightly above the preceding year, despite the effects of recession during a great part of 1958. Certainly we can say that the new year holds great promise for healthy Argus progress.

Of course, our new products are extremely costly due to engineering and tooling requirements. These costs are warranted because the results mean so much to our success in the years to come. However, it is necessary to operate at a reasonable profit during this period, and this can only be accomplished by a combined effort to keep costs down in every possible way. Each penny saved through less scrap loss will count... each helpful suggestion turned in will count. Working together, I know that 1959 will be a Happy New Year for all of us at Argus.

SYLVANIA - GENERAL TELEPHONE MERGER WILL AFFECT ARGUS ONLY BY ADDED STRENGTH

As you have previously been advised, a merger of Sylvania with the General Telephone Corporation has been proposed, subject to approval of the share owners of both companies. This merger will be quite different from the Sylvania-Argus acquisition. When Argus became a part of Sylvania there was a definite melding of physical and financial assets, and operation

was established as a division under over-all Sylvania management policies. On the other hand, General Telephone operates more like a holding company. When they merge, the structure of the incoming company is retained and operation is continued on an independent basis.

Thus, Sylvania will continue to operate as it has in the past, and such benefits as group insurance and the Savings and Retirement Fund will continue.

Important benefits of the merger will be diversification, a stronger financial foundation for future development, greater activity in foreign markets, and the ability to assume a greater share in the national defense effort. This of course means more security and a sound future for all of us.

VICE PRESIDENT DUDLEY SCHOLTEN MOVES TO SYLVANIA HEADQUARTERS



DUDLEY J. SCHOLTEN

Our Sales and Advertising Vice President, Dudley J. Scholten, has been appointed to the New York Sylvania headquarters staff for a special management assignment in connection with coordination of the

proposed merger. This new assignment is a well-deserved opportunity for Dudley to expand his many abilities on the corporate level.

Dudley has been an important part of the Argus management group for 12 years. Initially he was legal counsel and secretary. For the past 8 years, during our period of greatest expansion, he has guided our complete marketing program. I know that everyone at Argus joins me in wishing Dudley the best of good fortune in his new position.

About the Cover

Colby Chapman, daughter of Carlos - Sales - shows "how it's done" on the private skating rink in her own back yard.

PRE-RETIREMENT PLANNING PROGRAM COMPLETED

Argus' now-famous Pre-Retirement Planning Program has recently completed the last of its ten sessions, noted Mary Burris, Employee Services Manager who helped work on the program.

Twenty-six senior Argus employees enrolled in the special course which was under the direction of Woodrow Hunter, University of Michigan gerontologist, and arranged through the University Extension Service. It is hoped to be resumed at a later time.

Classes were held in St. Paul's Lutheran Church every Tuesday morning from 8:30 A.M. to 10:00 A.M. Some of the topics discussed were: "How Can I Make My Retirement Income Do?", "How Can I Keep My Health and Get Medical Care When I Need It?", "What Can I Do To Have A Good Family Life After I Retire?".

The ages of those attending the class ranged from 61 through 65.

GENERAL TELEPHONE CORPORATION: a Story of Growth

A great deal has been published recently about the General Telephone Corporation as a national organization, but Argus people need look no further than the neighboring community of Saline to see our prospective co-workers in action.

General Telephone Company of Michigan is an operating subsidiary of General Telephone Corporation, serving 160 exchange communities in the state with 23,000 telephones! Michigan General Telephone exchanges border the state on all sides, and include areas of both the upper and lower peninsulas. Headquarters are in Muskegon.

General Telephone covers 34% of the state's land mass. Representative exchanges served by General Telephone are: Muskegon, Owosso, Alpena, Adrian, Ludington, Coldwater, Sturgis, Three Rivers, Alma, Mt. Pleasant, Gaylord, and Saline. The company is the largest independent (non-Bell) telephone company operating in Michigan. It employs 2,700 people, with an

annual payroll of approximately 9.5 million dollars. Capital assets at present have a value of \$69 million.

General Telephone of Michigan is a good example of most independent telephone operations, with activities largely in locations which are steadily being developed both through diversification and the movement toward "suburban" living. And this is where the future growth lies.

A typical case in point of this growth pattern can be illustrated in Michigan, in the small resort-rural communities of Whitehall and Montague which lie side-by-side at the head of White Lake, connected with Lake Michigan by a steamer channel. The two communities increased more than 40% in population over the ten years from 1945 to 1955. Then three big industrial plants suddenly blossomed in the area. DuPont and Union Carbide each constructed plants totaling \$18 million and employing over 300 people, while Hooker Electro-

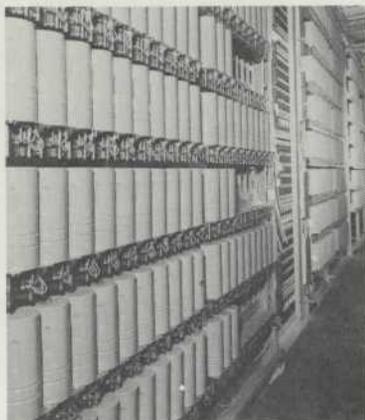
chemical Co. of Niagara Falls completed a \$12 million plant employing over a hundred people.

To Whitehall and Montague this meant an influx of new money and increased employment which would continue to increase. To General Telephone of Michigan's Whitehall exchange it meant more phones and phone service, and more to come as the area further developed as a chemical center. This same story of growth is happening in many General Telephone areas, with the direct result of both more telephones and better telephone facilities and service.

It is an impressive and challenging future that is beckoning to General Telephone, a company whose over 3 million telephones in thirty states, Canada, British Columbia, Haiti and the Dominican Republic, are expanding at the rate of 15,000 each month...and whose position in our national economy already gives it the status of a national public utility.

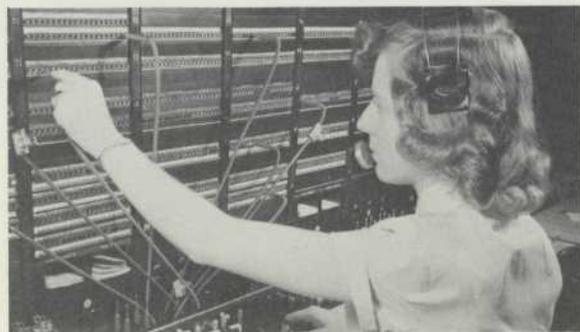


General Office Building of General Telephone Company of Michigan located in Muskegon dominates the sky-line of this industrial city.



Miles of electro-mechanical switches such as these Strowger Automatic Step by Step switches complete the transfer of dial calls from one customer to another in the General Telephone dial exchanges.

Typical of the approximately 1,200 operators is this long distance operator.



General Telephone utilizes electronic equipment and relays as component parts of its complex telephone equipment particularly in carrier equipment and facilities which provide DDD (Direct Distance Dialing) to its customers.

General Telephone installers perform customer education services after installing the latest type of colored instruments in the customer's home. Seventy-five per cent of General Telephone of Michigan areas now have dial equipment, with more conversions planned in 1959.



Children's Christmas Party is a "Roaring" Success

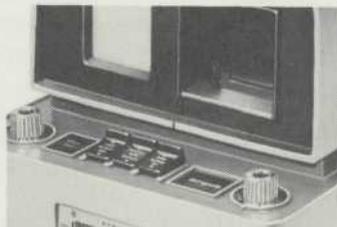


New Products Expand Color Slide Projector Line... Add New Performance Dimensions to C44 Camera

THE "PRESIDENT" ... FOR FUN-POWERED PROJECTION



Impressive appearance is equally effective from front or rear view. Big lens features light intensity control, while complete push-button control panel and pre-view window are located conveniently at back of the President.



A new prestige leader for Argus' color slide projection line is the recently introduced President, a 500 watt projector with many new power operation features and a unique "magic-touch" control panel. This top-of-the-line projector sells for \$149.95.

Designed for particularly accurate color slide reproduction, at most distances and with a minimum of manual effort, the President's advanced-features list is long and impressive. Of perhaps special interest is its unique light intensity control allowing peak performance for either extremely shadowy or bright scenes. The control also allows identical showing at either long or short projector-to-screen distances.

Other features are power-operated elevation, variable timer control; back-up and repeat control; tilt adjustment, f.3.3. lens; professional "stage-show" focusing with micrometric knob; individual slide selector; illuminated pre-view window; easy-access slide trays for 35 mm., 828 or 127 slides; 15' remote control cord; single slide adapter; power cooling; all-metal construction with carrying case and a lifetime Argus guarantee.

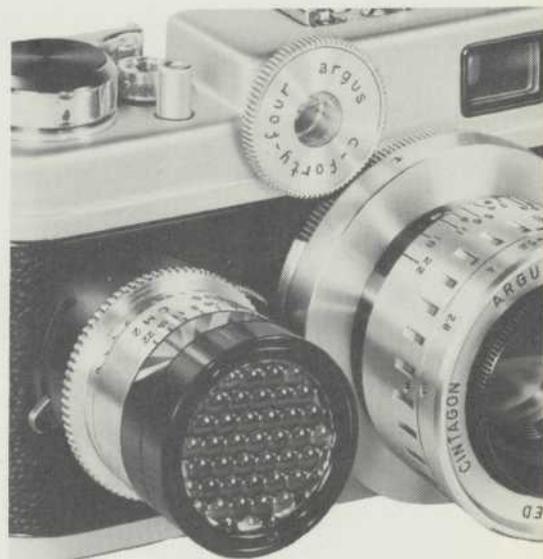
THE "SPECIAL" ... LOWEST COST AUTOMATIC SLIDE PROJECTION



In handsome, modern styling with blue-green metallic finish, the new Argus Special offers automatic projection at the surprisingly low price of \$29.95!

In addition to automatic slide changing, the Special's features include slide protection with convection cooling plus a heat absorbing glass shield; 150 watt illumination; low-cost, indexed slide trays holding 30 slides and easily loaded through the top; a blank screen between each slide projection and an elevation adjustment. It will show 127 or 35 mm. slides. The new economy leader carries the same Argus lifetime guarantee as more expensive models.

MEET THE NEW ARGUS COUPLED EXPOSURE METER



ONE STEP EXPOSURE MAGIC ...

As a new accessory available for use with the C44 camera (also the C4, Model R), the Argus "coupled exposure meter" adds an even further dimension in ease and speed of operation to this fast operating camera.

The unit, costing only \$19.95, locks in position on the small bracket found on all Model R (rapid wind) C44 and C4 cameras, coupling instantly to the shutter speed dial.

In use, the desired shutter speed for a picture is set on the meter. The meter, in turn, automatically sets the shutter. The user then merely points the camera at the subject, matches the meter reading to the lens, and the exposure setting is complete!

Along with other major optional accessories to the C44 (turret viewfinder and interchangeable lenses), the new coupled exposure meter makes the C-44 one of the most versatile 35 mm. cameras in the world in its price range.

"INTEGRATED DATA PROCESSING---"

What It is . . . What It Means to Argus and Argus Dealers

Just two years ago it took a dealer in Atlanta who ran out of C3's almost three weeks to get more from Ann Arbor. Today he can lift his phone, call the local Sylvania Distribution Center, and have them on his shelf that afternoon.

Many of our dealers are small business men who carry limited inventories and will not reorder our more expensive products until their present stock is sold out. While they were waiting for delivery from Ann Arbor under the old system they would push our competitors' products. Now, Argus has gotten the jump on the competition by making our products readily available through six of the eighteen Sylvania Distribution Centers in the major cities throughout the country. In addition, the warehouse at State Street serves as a central distribution center which not only serves our dealers in the surrounding states but also ships stock to the other six.

However, having put our products within easy reach of the dealers presented another problem: With shipments being made from cities all over the country, how can information be furnished to Ann Arbor quickly and accurately for prompt billing and current reporting of sales and inventory conditions?

When Argus became a division of Sylvania this problem was already being solved by Sylvania and the I.B.M. Corporation with the development of a special automatic order-writing machine called a "Cardatype". As the name implies, the Cardatype reads punched IBM cards (with the dealer's name and address, model numbers, description, and prices in them) and automatically

types the information on a shipping order. This means that the operator only has to enter the variable information such as the customer's order number and the quantities to be shipped. At the same time the machine produces a punched paper tape of the kind which is used to send telegraphic messages.

This tape is transmitted over the Sylvania Private Wire System to Ann Arbor, where it is converted by machine to IBM cards. The cards are used for billing and for sales and inventory reports, all of which are produced mechanically on IBM tabulating equipment.

This is what is known as "Integrated Data Processing". When the information is first recorded — on the shipping order in the Distribution Center — it is also put into "machine language" (i.e., punched paper tape and punched cards) so that all later reports can be produced by machines without the need for people to transcribe the information again. The machines also assure speed. Thus the invoice is mailed to the dealer from Camillus the day after the shipment was made from the Distribution Center. And every Monday afternoon the home office has a complete picture of our sales and inventories for the previous week.

All this automation does not mean that we have eliminated the need for human hands and brains. On the contrary, the system requires the greatest accuracy and alertness of the people involved. This is easily understood when it is remembered that so many important reports are prepared from the information that was entered only once on the Cardatype. Operators must make sure to use the proper cards and push the right buttons. Mechanization merely does away with the drudgery.

Integrated Data Processing as used in our Order-Billing system is another of the tools which help Argus stay competitive.



CARDATYPE CONTROL is established by maze of electronic connections in control panel shown here being adjusted by Herb Wick-ersham and Joe Rasmussen. Machine can be used for a variety of punch card assignments by changing control panel set-up.



PRODUCT CARD is inserted in Cardatype Machine to control automatic typing of model number and product description on "shipper" documents which tell warehouse how to pack order. Push buttons on machine are used by operator to provide details of quantities ordered, shipped and back-ordered.



ORDER PACKING is directed by machine-typewritten information on "shipper." Here Harold Nabb makes up an order in Ann Arbor... a scene duplicated in six other distribution centers.



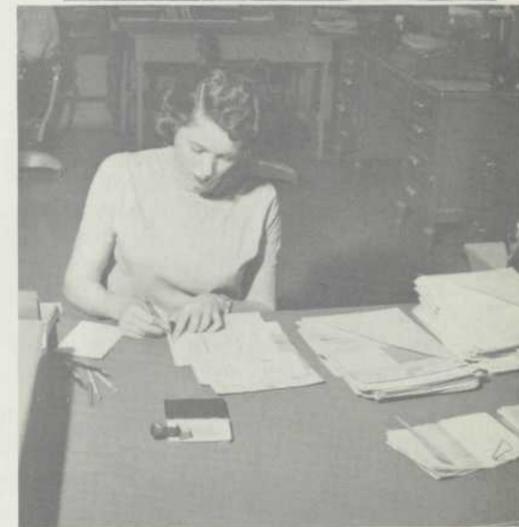
Mary Jane Alexander concentrates on accuracy as she operates Cardatype Machine for rapid processing of dealer order. Same type equipment is used in Ann Arbor and six field warehouses. Machine automatically types repetitive information, while Mary Jane adds variable quantities.



BILLING DATA is supplied from warehouses throughout the U.S. on facsimile punched tape sent over Sylvania private teletype machine, and checked here by Marguerite Fisher.



TAPES ARRIVE from all warehouses, are fed into machine for conversion to invoices which will be mailed promptly to dealers.



STATE STREET WAREHOUSE is always busy, as the center of all distribution from Argus to field warehouses, as well as the distribution point for dealers in the area. The multitude of functions involved in daily receipt of orders and preparation of shipping documents is handled by a team including (from top to bottom are): Dorothy Wier, Elaine McIntyre, Myrtle Jarrels, (also shown in close-up below), Mary Jane Alexander, Evelyn Dugan, and Wilmot Gray.

Sales Report

2 in a series of letters from
our far-flung Salesmen



From :
Bob Cox
District Sales
Manager
Indianapolis

Every year here in the Hoosier Capital hundreds of thousands of racing fans thrill to the running of the Indianapolis 500 mile race. The best cars and drivers in the world participate, and speeds of 185 mph and faster are attained. Every driver who ever won the 500 gave credit to his crew - the team who built and maintained the car.

The same thing is true of manufacturing and promoting the Argus line of products. Argus products have to be of the finest quality in the world if we are going to win the confidence of our dealers and their customers.

Here's an example of how quality and sales promotion - the car and the driver - work hand in hand: Guaranteeing 20 good color slides on the very first roll of film or the customer's money back, Gatchels Camera Shop, Louisville, Kentucky, promoted the Match-Matic C3 on radio and in the newspapers for two weeks. This was the first time a manufacturer and a camera outlet ever combined to guarantee results; the entire promotion depended on the quality of the Match-Matic C3. The success of the promotion was an eloquent tribute to everyone connected with the manufacture of Argus products...out of the 60 cameras sold, not one was returned!

This successful promotion demonstrated the importance of quality, and proved that our customers can thoroughly depend on Argus integrity in each and every product.

Best wishes for the New Year.

Bob Cox

"A PAINTER IN THE HOUSE"

Certainly near the top of just about anyone's list of Argus's more accomplished spouses must appear Connie Carpenter, wife of Roy who is Sales Promotion Manager of Argus.

Connie's interest in painting (she paints under her maiden name, by the way, Constance McMillan) goes way back to her childhood in Maine, where she remembers always being fond of sketching. Her steady, natural artistic development was encouraged by her mother's own interest in painting.

When she reached Bennington College, Vermont, in 1942, she knew what she wanted to do, and embarked on the long and arduous task of learning how to paint well. Following graduation in 1946, she taught high school, still learning, practicing and experimenting in her free time. Then in 1953 she accepted a Fellowship at Mills College in California, leaving two years later with a Master's Degree in painting. All the while she attended summer art courses and programs in other colleges throughout the country, too.



Her work showing steadily more accomplishment and the makings of a true, professional talent in the eyes of her instructors and other art critics, Connie gave more and more time to the development of her style. In 1952 she began putting her art up for sale...and soon was established, and recognized by many as a promising young painter.

In the past six years Connie's paintings have appeared in over forty national and regional exhibits, stretching from New York to California. Including both water color paintings and occasional sculptures, she has sold around a hundred pieces...at prices ranging from \$10.00 for some water colors to \$175.00 for some oil paintings. (For those interested, Mrs. Patrick Ross, whose husband works in the Sales Department, acts in her spare time as one of Connie's "agents" for her water color paintings.)

At the present time, Connie is working hard to get ready for a one-woman New York showing in April. Of perhaps special interest to many might be the unusual amount of time Connie spends on simply getting ready to work on a painting. A good example is a series of four paintings which have just about been completed...and about which Connie is most deservedly happy! They are based on a poem, *Four Quartets*, by the noted contemporary poet, T. S. Eliot. All together, she has spent about three months doing them, the first month of which was occupied solely in procuring background material on the poetry and doing trial sketches and water color paintings of her ideas. She even "sat in" on a number of University courses in which the poet was being discussed!

Summing it up, Connie said, "It's hard work for me, and requires much concentration...but the satisfaction to be gained is certainly well worth the effort".

Husband Roy, obviously proud of having a painter in the house, ended the interview with an equally flattering, "She's turning out to be a pretty good cook, too!"

ANNIVERSARIES CELEBRATED



HENRY C. BATES
Tool Room
15 Yrs.



LAURA SNEARLY
Spray Paint
15 Yrs.



WILLIAM PARADISE
Machine Shop
15 Yrs.



ALBERT H. BETHKE
Tool Engineering
5 Yrs.



NEIL NAVARRE
Engineering
5 Yrs.



WERNER WOLF
Engineering
5 Yrs.



KATHLEEN WALKER
Engineering
5 Yrs.



ROY E. MOORE
Engineering
5 Yrs.



GERALD B. DEYO
Spray Paint
5 Yrs.



DAVID S. CARTO
Sales
5 Yrs.



THOMAS A. ANGER
Engineering
5 Yrs.



ROBERT E. PERRY
Tool Engineering
5 Yrs.



LOYAL D. CRAWFORD
Tool Engineering
5 Yrs.



JAMES C. ROMINE
General Factory
5 Yrs.



KENNETH W. RICE
Polishing
5 Yrs.



THOMAS H. SPITLER
Industrial Relations
5 Yrs.



SHIRLEY CHUMBLEY
Industrial Engineering
5 Yrs.



LEROY A. SCHNEIDER
Spray Paint
5 Yrs.

ARGUS BLOOD DONORS DO THEMSELVES PROUD

Of the 425 pints of blood given for the Ann Arbor Industrial Blood Bank recently, 97 of them came from Argus people, reports Mary Burris, Employee Services Manager.

She hastened to add, however, that many more volunteered their blood for the drive but were turned down for minor health reasons, since the Red Cross requirements are extremely high.

This year's Ann Arbor Industrial Blood Bank represents 22 local companies with total employment of over 3,500 people, any of whom, as well as their own families, are eligible for free blood from the

Bank at any time during the year. The need must be specified by a physician, of course, Mary noted.

The American Red Cross, which supervises the national blood program, states that over 4 million bottles of blood are used every year (about 8 bottles every minute of every day!) to treat the ill and injured. Mr. St. Aubin, local director of the Red Cross chapter, also noted that each pint given costs about \$6.00 simply to take, process and store. This is paid for by the local Red Cross chapter which is supported by your Ann Arbor United Fund contribution. Average cost of blood, when not free, runs about \$25/pint.

Carriage Trade



ROBERT JOHN PESTER

Born December 4

Weight - 8 lbs.

Father, Bruce Pester-Engineering, Robert John has two older brothers, David - 10, and Michael - 7 years old.



TRACIE DIANE ANGER

Born November 2

Mr. and Mrs. Tom Anger are happy to announce that they have adopted a daughter, Tracie Diane. Congratulations! Tom works in Engineering.



LESTER THOMAS BATES

Born December 4

Weight - 6 lbs. 2 oz.

Tom and Joanne Bates are the proud parents. Tom works in Shipping.

JAMES LESLIE MURPHY

Born October 1

Father - Chuck Murphy, Sales. Sorry we missed this in the last issue, Chuck, but congratulations anyway!

FAMILY CIRCLE *Deer Talk*



Inez Lawson, Machine Shop, was lucky enough to get her deer at 10:30 A.M. the second day of hunting season; a 180 lb. spikehorn, shot near Houghton Lake.

Russell J. Widmayer shot a 170 lb., 4 point buck the opening day at 10:30 A.M. at Kalkaska. Russ also works in the Machine Shop.

Don Clark, Machine Shop, was happy to get a 6 point buck, weighing 180 lbs., right here in Washenaw County.

Jack Schilling, Machine Shop, shot a 165 lb. doe near Lewiston the opening day.

Frank Skoman, Tool Room, didn't go far from home either. He shot his deer near Howell.

Paul Gibson and son went to the Upper Peninsula for their 10 point and 8 point deer. Paul works in Maintenance.

Many other Argusites were lucky enough to get their deer this year, but these are the ones we have statistics on at press time. Congratulations to all of you!



DENEAN MARSHA BERGEY

Born December 26, 1958

Weight - 6 lbs. 8 ozs.

Father - Amual Bergey,
Machine Shop.

AROUND THE SHOP

If you smelled food cooking in the old brewery on the 23rd of December, and investigated the cause, you would have found Henry Christopherson cooking the ham and Tom Kentes brewing the coffee for the Service Department Christmas lunch. A gift exchange was held around a small Christmas tree following lunch.

The Sales Department had a gala Christmas party, inviting members of the Advertising Department, Systems and Procedures, and General Administration to join them around their Christmas tree for a pot luck lunch on the 23rd of December.

* * * * *

June Fairchild, Engineering, was happy to announce recently that her husband, Nathan T. Fairchild, had passed the Bar and has accepted the office of Assistant Prosecutor in Adrian. We are sorry we will be losing June this month, but want to offer our congratulations and best wishes to both her and her husband.

* * * * *

We extend our sincere sympathy to Gertrude Holcomb on the death of her husband, Oral.

* * * * *

To Bob McFarland and his family, we extend sympathy in the loss of his father.

* * * * *

We are glad to see Lucille Barth and Grace Dreschel back in the Paint Shop. They have both been on the sick list, but we hope they are feeling much better now.



"MA GREEN"

Bessie Green, retired from Argus a year ago, was married to Ed Toler in Compton, California, December 15, 1958.

Sports Review

by Don Crump

Bowling

Men's Bowling (Day)

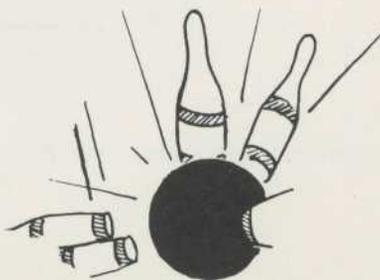
After the completion of half of the bowling season, it is anyone's guess which team will end in first place. After Friday night's league competition (Dec. 6) the three top teams were knocked off for four points each, which has tightened the race. At the present time the Bud Twining Service, Green Hornets and Argus Q.C. are one, two, and three, but close on their heels and only two points behind are the Argusnots and McDonald's Drive Inn. At the present time there are only three men who have rolled games of D. Crump have rolled games of 235. on the honor roll. They are G. Theros and L. Schwanbeck, who have both rolled games of 235.

The highest three game series bowled so far is 626, which was rolled by D. Crump, who had games of 222 - 232 - 172. The highest average honor is held by D. Zemke, who is knocking over the pins at a 175 average; and close on his heels are G. Bock, his teammate, and R. Leggett, with a 172 average. The first person to achieve the feat of bowling three games of the same identical score was H. Nabb, whose triplicate score was 171; and the first individual to have rolled ten consecutive spares in one game was D. Zemke, which is an accomplishment not often achieved.

	Won	Lost
1. Green Hornets	34	22
2. Bud Twining Service	34	22
3. Argus Q.C.	33.5	22.5
4. Argusnots	32.5	23.5
5. McDonald's Drive Inn	32	24
6. Thirsty Five	29.5	26.5
7. Atomic Five	26	30
8. Braves	26	30
9. Shipping	26	30
10. Lions	26	30
11. Maintenance	25	31
12. Highballers	24	32

13. Renegades	22	34
14. Scrubs	21.5	34.5

High Game (actual)
D. Crump - 267
High Game (handicap)
G. Theros (235 27) - 262
High Series (actual)
D. Crump - 626



Women's Bowling



1ST PLACE TEAM - TO DATE

Martha Luckhardt, Inez Lawson, Georgia Betke, Evelyn Geiger, and Rachael Rodriguez.

Standings so far:

	Won	Lost
1. Lucky Strikes	38	14
2. Argusettes	28.5	23.5
3. Shutter Bugs	27	25
4. Big D's	25.5	26.5
5. Flashes	24	28
6. Keyliners	13	39

High Individual Game (actual)
Evelyn Geiger - 221
2nd High Individual Game (actual)
Mary Rocco - 190
High Individual Series (actual)
Evelyn Geiger - 6530

2nd High Individual Series (actual)
Martha Luckhardt - 478

Most strikes in a row - Mary Rocco - 5
Most spares in a row - Beulah Newman - 6

HONOR ROLL

Men



Don Crump

D. Crump	267
Les Schwanbeck	235
George Theros	235

Women



Evelyn Geiger

Evelyn Geiger	221
Mary Rocco	190

Notice: Watch the bulletin boards for the date of the Argus Mixed Doubles.

LAST MINUTE INCOME TAX DEDUCTIONS!!

Nancy Louise Rossbach - Born December 26, 1958 - Weight 6 lbs. 2 ozs. Father - Gene Rossbach, Camera Assembly.

Rik Rothfuss, born December 26, 1958, weighed 7 lbs. 14 ozs. Father is Carl Rothfuss, Tabulating.

Orville Leon DePlanty, born December 28, weight 7 lbs. 12 ozs. Father is Orville DePlanty, Machine Shop.

argus eyes

Published every other month for the employees
of Argus Cameras and their families.
Coordinator - Dorothy Haarer

REPORTERS: Machine Shop - DOROTHY LIXEY, Purchasing -
DONNA BISBEE, Lens Processing - BETTY SHATTUCK,
Maintenance - JOHN KOKINAKES, Engineering - HECTOR
HAAS and CAROLINE BANNAN, Standards and Production Plan-
ning - VIRGINIA BIRNEY, Toolroom - BILL FIKE, Account-
ing - CAROL WHITE, Service - TOM KENTES, Suggestion
Office - PAUL McCOY, C4 and C44 Assembly - THRESSEL
CONLEY, Sales - LOIS ELKINS, Paint Shop - ETHYL HUFF-
MAN, Night Shift - CONRAD GANZHORN, Shipping - PATRICIA
HOMINSKY.

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

ARGUS CAMERAS

Division of Sylvania Electric Products, Inc.

ANN ARBOR, MICHIGAN

Return Postage Guaranteed

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306 Maple Ridge
Ann Arbor, Mich.

Sec. 562, P. L. & R.

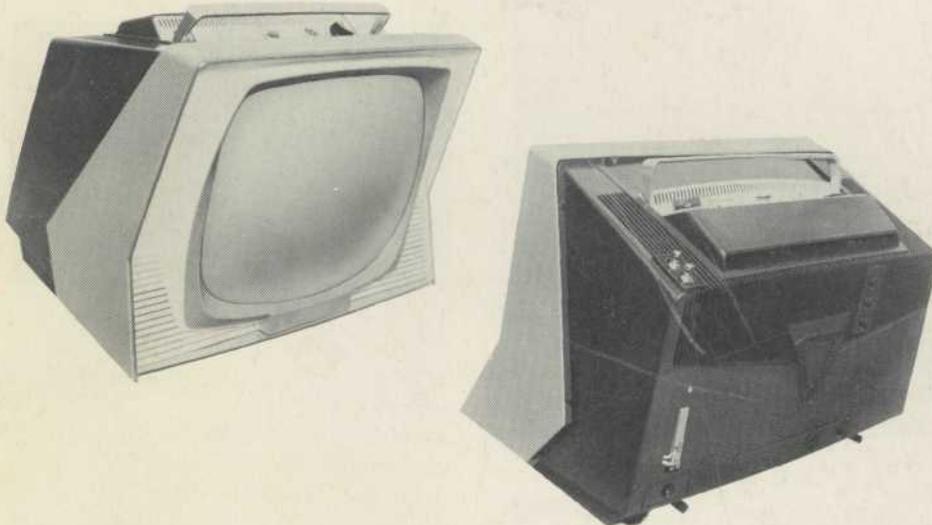
U. S. POSTAGE
PAID

Ann Arbor, Michigan
Permit No. 598



INTRODUCING:

The Sylvania Dualette



THE SYLVANIA DUALETTE 271158

The Company has recently intro-
duced a new style 17" television
set called the "Dualette." As the
name implies, it can function both
as a table model and a portable. It
was designed to fill the demand for
a table model that would fit in with
any home decor without sacrificing
the moveability features of a port-
able.

The set has an all-plastic cabi-
net and its over-all weight comes
to 33 lbs. This set represents a
new advance in the 110-degree
picture tube that was introduced by
the Company two years ago. The
Tripotential picture tube used in
this set has fewer and less com-

plicated elements than did the origi-
nal 110-degree tube and is 2-1/8
inches shorter than previous tubes.
Finished back and front, the Dualette
comes equipped with a 39" tele-
scopic antenna and is only 12-1/2
inches deep.

The set will be available in two
models - the 17D203, with a 3-1/2
inch front mounted speaker, in coral
and white, listing for \$189.95 and
the 17D303, with dual front mounted
speakers, in turquoise and white or
beige and white, listing for \$199.95.
Employees can purchase the Dual-
ette at a substantial discount with
discount slips obtained through the
employee store.

In Memorium

We extend sympathy to the
family of John Engelhardt, who
died suddenly November 18.
"Dutch" worked in Maintenance
as a carpenter until his retire-
ment in August, 1956.

* * * *

Sympathy is extended to the
family of Nina Walterhouse, who
passed away December 6 after a
long illness. Nina had been a
Bench Inspector in the Machine
Shop since 1943.

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ANNUAL DINNER

January 14

6:30 P.M.

Michigan Union
Ballroom

All Employees Invited