

Volume 16 No. 11

argus eyes

October-November 1959

Talking About Argus



. . . with
Clint Harris

I very much enjoyed talking with everyone at the recent employee meetings. I sincerely wish that we could afford more frequent meetings of this type. It is important that everyone have first-hand knowledge of both our progress and our problems.

I want to emphasize that we are on the move with fundamental plans for improving our effectiveness in virtually every area of activity. We can only meet the difficult competitive challenge we face through aggressive action and improved operations.

We are well along with a program to increase the strength and effectiveness of our marketing activities. We are launching a major revision of our commercial policies, trade discounts, and channels of distribution.

We are currently implementing a basic reorganization of our engineering activities which will apply our best engineering talent to our most important problems.

An orderly and effective new product program that is linked to plans for marketing strategy and to a careful economic analysis is being finalized.

In the manufacturing area we have plans for engineering and building the most modern and efficient plant that can be designed for the specific program of manufacturing still and motion picture projectors. The construction of this plant will eventually enable us to improve our camera and optical operation in Ann Arbor.

It is important that everyone in the Division understand these basic new plans and their objectives. I am looking forward to telling everyone more about them through every means available. This will include articles in Argus Eyes, letters to employees, employee meetings, and special meetings with smaller groups of employees who are particularly affected by specific plans or policies.

Our new plans provide us with goals for the future. We can meet these goals. There is a lot of work to be done. I know that it can and will be done.

CREDIT UNION NEWS

The Argus Employees' Credit Union will hold its Seventh Annual Meeting and dinner at the Zal Gaz Grotto Club on West Stadium Blvd. on Saturday, January 23, 1960. A swiss steak dinner will be served at 6:30 P.M., and the meeting will start promptly at 7:30 P.M. Dancing and door prizes will follow a short business meeting. Admission to the business meeting and dancing is free. Dinner tickets are available at \$2.00 per person. See the bulletin boards for the name of the person in your area who has tickets for sale.

All Argus employees are eligible for membership in the Credit Union with the payment of an initiation fee of 25¢. The Credit Union has paid dividends of 4% on its members' savings for the past two years, and savings may be withdrawn at any time the same as in a savings bank. Payroll deduction system is available for those who desire it, and any member can borrow from the Credit Union for any constructive and worthwhile purpose. See Mrs. Rhoda Wagner in the lobby of Plant II for application and further information.

COURTESY

COURTESY is the one medium of exchange which is accepted at par by the best people of every country on the globe.

It is sentiment cloaked in reasonable and business-like expression—the embellishment that adds tone and harmony to matter-of-fact routine—the oil which lubricates the machine of commercial good fellowship and promotes the smooth running of many units in an organization.

COURTESY radiates a spirit of good feeling that we are not working entirely for what we get out of work in a material way—but for the pleasure of polite transaction and friendly association as well.

Life is not too short and we are never too busy to be courteous; for COURTESY is the outward expression of an inward consideration for others.

Author unknown.

Argus President Appointed to Profit Sharing Fund Managing Committee

As President of the Argus Cameras Division of Sylvania Electric Products, Mr. Clinton H. Harris has been appointed as deputy for Mr. Robert E. Lewis on the Managing Committee of the Argus Profit Sharing Retirement Fund. As a member of the Managing Committee, Mr. Harris is responsible for the general administration of the Plan and will serve as Chairman of the Committee.

Miatech Wins Hole-In-One Contest



John Miatech of the Industrial Engineering department, with a drive that came to rest within 3'-1/4" of the hole, captured the annual Sylvania-Argus Hole-In-One Contest in the Argus division. The contest lasted for five weeks with each golfer driving one ball each week. Out of 125 contestants in the Argus division, Miatech came out on top.

Because of an unavoidable error, Miatech's name was not turned into the Sylvania Beam—otherwise he would have placed third in all Sylvania divisions.

In honor of his splendid achievement, Miatech has been given a Sylvania table model slimline radio with dual speakers.

ABOUT THE COVER

Our cover photo this month was taken by Bob Mayer, Quality Control. In line with the theme of this issue, we give thanks for the privilege of freedom of worship.

Argus Employee Feted At Luncheon



Leola Kendrovics, who is presently on medical leave from Argus, was the guest of honor at a luncheon held in the Argus cafeteria on November 5. The hostesses were members of the Pittsfield Business Women's Club, who presented Leola with a check to be used toward her medical expenses. A pancake supper, put on by the Club, made possible this gift plus a sizeable donation to the Leader Dog for the Blind School at Rochester, Michigan, and they wish to thank the many Argus employees who patronized the supper.

Leola has been an employee in Argus' Inspection Department since 1937.



ANN ARBOR AREA

United Fund

Mr. Clinton Harris, President
Argus Cameras Division
405 Fourth Street
Ann Arbor, Michigan

Dear Mr. Harris:

I am writing to thank you, your employees and the Argus Corporation for the generous gift of \$20,609, which has been pledged this year to the 1960 Ann Arbor Area United Fund Campaign. Your contribution will help considerably in the way of providing health, family and child care, character building and research services for the people who both live and work in our area.

It has been a real pleasure to work with Mr. Caley, Mr. Parker, Mrs. Harris, Mr. Hall and many others from the Argus Corporation who are serving in key positions in this year's campaign.

Will you please express our appreciation to these persons, as well as to all of your employees for their generous participation.

Please contact the United Fund whenever you feel we may be of service to the Argus Corporation and its employees.

Best wishes.

Sincerely,

ANN ARBOR AREA UNITED FUND

Chas. Hoffman
Charles A. Hoffman, Chairman
1960 United Fund Campaign

WHY SHOULD WE BE THANKFUL?

ARGUS PEOPLE

COME UP WITH A

VARIETY OF REASONS



STREAMLINED PRESENT BETTER TOMORROW

Human nature being what it is, few of us are ever fully satisfied. We're always comparing ourselves with.... well, with the "Joneses" and wishing that we could achieve the last little step upwards that would bring desires and accomplishments into balance.

And that's the way it should be. Individual and family striving for "just a little bit more" are the moving forces that have built this nation of ours.

On the other hand once in a while it's a good idea to remember that all the pie isn't in the sky! Most of us have a pretty good chunk of it right here and now.

All of this is obvious, no doubt.

What got us thinking along these lines, however, was the fact that Thanksgiving day is right around the corner and a rather special Thanksgiving day at that. Next year marks the 100th anniversary of the start of the Civil War. It struck us that folks living 100 years ago must have wondered a bit as they sat down to their traditional turkey dinners if they could afford a turkey.

Once started, we thought it'd be a good idea to run a sort



INDEPENDENCE LAKE MEANS ADDED BENEFITS FOR ARGUS EMPLOYEES

of informal survey among Argus employees to see what they thought was worthy of thanks.

Heading the list, most people mentioned the friendly atmosphere of Argus itself. As one girl on the line put it, "I work to make sure that my children get the things they ought to have. In the eleven years I've been at Argus I've hardly missed a day. I found I kind of look forward to each new week. Always something new and interesting, and I've made so many friends that I feel sort of lost when I have to be away."

Other comments covered subjects like, "..... my family and I get a whole lot out of Independence Lake," "..... my brother in Detroit makes about what I do, but he doesn't get paid when he's sick and he has to pay part of his insurance himself. Besides, he has to live there," "..... then I took a night school course and the company footed the bill."

Many people remarked that it doesn't take an hour or more to get to work, yet they still can have nice homes away from dirty smoke and heavy traffic. And Ann Arbor's fine public school system received a lot of favorable comment.

Several Argus employees singled out the Suggestion Award System. As one of them said, "I got \$200 for an idea that combined three operations into two. Most companies don't seem to care if you think or not."

One fellow in Quality Control was more than ready for us. He said, "I've been keeping track of this inflation, and I figure that I'm able to buy more than I could ten years ago in spite of it. In fact, I don't know anybody at Argus who doesn't have some interest or hobby which costs real money. Things didn't used to be like that."

Lots of other things were brought up, like the Christmas turkeys, Independence Lake, retirement benefits, and the Ann Arbor Industrial Blood Bank.

And do you know, not one person mentioned the Civil War or was thankful that slavery has been abolished while the United States remained whole. It's not that people are forgetful it just looks as if we've come a long, long way in 100 years.

POLITICAL FREEDOM DEPENDS ON EACH OF US

X VOTING IS ONLY HALF OF OUR RESPONSIBILITY

We've been talking about Thanksgiving and all those things that make us thankful (or at least should) for what we have. It seems that the things we should be most thankful for we take for granted.

We're always told that we should be thankful because we're Americans and live in a free society but what does that mean? Well, one thing it doesn't mean is to sit back in your easy chair and say: "I'm thankful to be an American." The first things to do is ask yourself: "What am I doing to keep it this way?" Then you're starting to do some positive thinking and that leads to positive political action.

When you've got an opinion or just want to let off some steam to your state or national representatives all you

have to do is drop him a post card or letter. How many governments in the world allow that? You can bet your boots if a Russian ever wrote such a letter he'd be making his own ticket for Siberia!

You can't expect your representatives to know what's on your mind unless you give him suggestions and your ideas. Many of us aren't sure to whom to write or how to address a letter when we want to express views on political matters, so as a public service Argus has prepared a list of all of our elected representatives—who they are and where they are. Remember, they are constantly making decisions on laws that will affect you. It is your duty and privilege as a citizen to let them know you are expressing your thankfulness for being an American.

HOW TO CONTACT OUR GOVERNMENT REPRESENTATIVES

NATIONAL

The President of the United States:
Address:

The Hon. Dwight D. Eisenhower
The White House
Washington 25, D. C.

Salutation: My Dear Mr. President:

The Vice-President of the U.S.A.
Address:

The Honorable Richard M. Nixon
United States Senate
Washington 25, D. C.

Salutation: My Dear Vice President:

Your Senators in Washington:
Address:

Senator Philip A. Hart
735 W. Allegan, Lansing

Senator Patrick V. McNamara
19708 Ward, Detroit

Washington Address:
Senate Office Bldg.

Salutation: Dear Senator (his name)

Your Representatives in Washington
Address:

Hon. George Meader
(Employees living in Jackson, Lenawee, Monroe and Washtenaw Counties)

Hon. Charles E. Chamberlain
(Employees living in Ingham and Livingston Counties)

Hon. Alvin M. Bentley
(Employees living in Shiawassee County)

Hon. John Lesinski
(Employees living in Belleville, Dearborn, Wayne and Willis)

Hon. Martha W. Griffiths
(Employees living in Northville and Plymouth)

Hon. William S. Bloomfield
(Employees living in Oakland Co.)

Editor's Note - A further breakdown of officials in outlying areas of Michigan, location of polling booths in your area, etc., is available in the Personnel Office.

Washington Address:
House Office Building
Washington, D. C.

Salutation: Dear Mr. (his name)

STATE

Governor:

The Hon. G. Mennen Williams
Capitol Building, Lansing
Salutation: Dear Governor Williams:

Lieutenant Governor:

Hon. John B. Swainson
Plymouth, Michigan
Salutation: Dear Mr. Swainson:

State Senators:

Hon. Lewis G. Christman
604 First Nat'l Bldg., Ann Arbor
(Employees living in Washtenaw County)

Hon. Paul C. Younger
1212 S. Genesee Dr., Lansing
(Employees living in Ingham and Livingston Counties)

Hon. Haskel L. Nichols
703 S. Webster, Jackson
(Employees living in Jackson Co.)

Hon. Elmer R. Porter
R.F.D. #2, Blissfield
(Employees living in Lenawee and Monroe Counties)

Hon. L. Harvey Lodge
6610 Longworth, Waterford
(Employees living in Oakland Co.)

Hon. Patrick J. Doyle
6327 Payne, Dearborn
(Employees living in Belleville, Dearborn, Wayne, and Willis)

Hon. Raymond D. Dzendzel
18501 Shiawassee, Detroit
(Employees living in Northville and Plymouth)

Hon. John W. Fitzgerald
219 W. Jefferson, Grand Ledge

(Employees living in Shiawassee County)

Salutation: Dear Senator (his name)

State Representatives:

Hon. George W. Sallade
316 South State St., Ann Arbor
(Employees living in District No. 1)

Hon. James F. Warner
1305 Grant Street, Ypsilanti
(Employees living in District No. 2)

Salutation: Dear Mr. (his name):

LOCAL-ANN ARBOR

City Officers - City Hall
Phone NO 2-6583

Mayor:
Cecil O. Creal

City Administrator:
Fred J. Loker

Supervisors:

1st Ward - Mrs. Elaine Rice
2nd Ward - Ruth M. Dana
3rd Ward - Robert W. Harrington
4th Ward - John W. Rae
5th Ward - Robert H. Pealy
At large - Arthur W. Gallup
At large - Harold Ledbetter
At large - Kenneth Heining

Council:

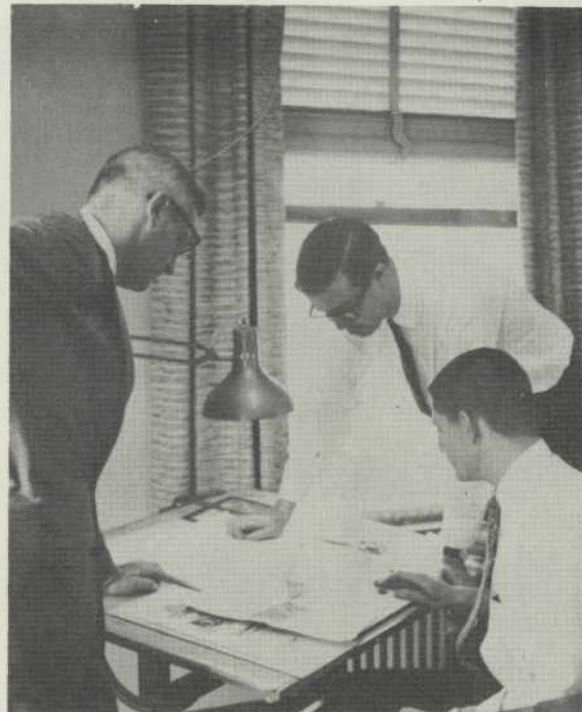
1st Ward - Harold J. McKercher
Richard Dennard
2nd Ward - Florence R. Crane
Lloyd M. Ives
3rd Ward - Henry V. Aquinto
James F. Brinkerhoff
4th Ward - George A. Keebler
A. Nelson Dingle
5th Ward - Bent F. Nielsen
Russell J. Burns

DIVERSIFIED ABILITIES COMBINE TO CREATE

ARGUS ADVERTISING AND PROMOTION



PLANNING the Christmas ad inserted in this issue of Argus Eyes started last July. This photo shows a team from Young & Rubicam advertising agency discussing development of the full-color message with former Argus Advertising Manager, Rob Wilson (new Market Research Director.) Left to right: Randolph McKelvey, Y & R Detroit Vice-President; James Rast, Account Executive; Thoburn Wiant, Account Supervisor; Rob Wilson; Pete Lowcher, Merchandising Specialist.



CREATIVE work at the Argus advertising agency includes many meetings like this one between writers and artist. To make the best selling impression on the 54 million readers of LIFE and SATURDAY EVENING POST, every word and idea is carefully considered and often pre-tested.



IDEAS for retail store promotional material are developed in the Argus advertising department (the small white house on William Street). Here Tom Palmer, Argus Art Director, works on Design which was later transformed into "World's Largest Christmas Ornament" for display in retail photographic stores throughout the country.



PRODUCTION of printed materials goes on constantly under supervision of Bill Carey shown here with secretary Marguerite Fisher. Argus has created an outstanding reputation for high quality appearance and interesting presentation in all types of material prepared to help sell the public on our products.



BUDGET control is a major consideration of Advertising Manager Roy Carpenter who must coordinate the multitude of projects which make up a single advertising - promotion program. Photo is a typical budget session with secretary Virginia Birney. Items on the wall are a few of recent department jobs including salesman presentation to dealers, counter pad, package design for movie kits, advertisements to consumers and dealers.



DISTRIBUTION occupies complete efforts of Delight Bowerman. She processes hundreds of requests each month from dealers asking for quantities of the approximately 75 different sales aids made available by Argus. For example, Delight handles distribution of over 4 million pieces of product literature alone to keep dealers constantly ready to give printed Argus information to shoppers.



READY FOR CHRISTMAS at last, secretary Joyce Conklin admires display ball now being put up in stores throughout the country. Jim Rast, Tom Palmer and Roy Carpenter show a giant poster enlargement of the 4-color Christmas ad. This has been distributed for window display. By the time these pictures are published the Advertising Department will be hard at work on springtime programs. And at the peak of the winter snows Roy Carpenter will be thinking about how best to sell Argus when the calendar says July and the temperature stands at 90°. It's all in a days work in the Argus Advertising Department.



Photos by Bob Mayer

Scholarship Student Reports On Results Of Argus Program

Leading American industries today are playing a major role in providing college educations for qualified students who might otherwise be denied the opportunity of attending college.

Here at Argus, we have available to children of Argus employees four full tuition scholarships amounting to \$1,000 each year. Since 1953 Argus has helped 18 students achieve the dream of a college education. At the present time there are 8 Argus scholarship winners attending colleges and universities.



Now what about the Argus college graduates? What happens to them after graduation? Take Nancy Hague, for instance. Nancy is the daughter of Wilma Hague in Planning. Nancy, an Argus scholarship winner, was graduated from Eastern Michigan College this last June. She now teaches 7th and 8th graders English and Dramatics at Monee Elementary School in Monee, Illinois (about 30 miles south of Chicago). Two of her major projects are directing the 8th grade play which is given every spring and sponsoring the student government.

It really looks as though Nancy is doing pretty well for herself. She tells us she lives in a brand new apartment about 6 miles from her school, and she is able to make frequent trips to the "Windy City" to attend musicals and go shopping.

We're certainly pleased to hear from Nancy and to let you know how well an Argus college graduate is doing.

Sylvania

ALL-TRANSISTOR PORTABLE RADIOS



The Lancer

7-Transistor Portable Model 7P12. Two-tone colorstyling, 3-1/2" speaker, sensitive ferrite rod antenna and smart fold-away carrying handle.



The Modemaire

5-Transistor Portable Model SP10. Contains full-range 3-1/2" speaker, ferrite rod antenna, and slips in your coat pocket, plays instantly!



The Scepter

7-Transistor Portable Model 7P13. Smartly styled for the out-of-doors. Plays instantly. Complete with heavy-duty 4" speaker, ferrite rod antenna, tough, durable luggage carrying case.

All of the portable transistor radios pictured above will be available in your Employee Store before Christmas.

Chriswood Press

Fine Custom Printing Service

Chris Vanden Broek, Prop.

1128 Birk Avenue

NO 8-8306



PROGRAMS
TICKETS LABELS
INVOICES ENVELOPES
LETTERHEADS STATIONERY
ANNOUNCEMENTS INVITATIONS
CHRISTMAS CARDS CALLING CARDS

(This ad set by the Chriswood Press)

JUNIOR ACHIEVEMENT IS VALUABLE TEEN-AGE EXPERIENCE

ARGUS MEN ASSIST LOCAL GROUP AS ADVISORS

WHAT IS JUNIOR ACHIEVEMENT

J.A. is a constructive program for teenagers between 15 and 19. They learn how free enterprise and competitive business operates. They are versed in all phases of a business from the planning stage to the actual distribution of the product they design and market themselves. Junior Achievement advances the basic ideals of American life -- Opportunity, Self Reliance, and a Higher Standard of Living.

WHO SPONSORS J.A.

Business firms all over the country sponsor J.A. companies. Here in Ann Arbor, Argus provides sponsorship for one group each year, providing experienced men from our organization to act as advisors to the young company. The Argus group for 1959-60 is called Thimko Enterprizes. Their product is an All-Purpose Kit which sells for \$2.95. The kit is made of oriental mohogany and assembled with wooden dowels. Neither nails, screws or glues are used. This unique product is completely original. John Borgerson from Industrial Engineering is Business Advisor, Ralph Merrell of Product Service is Production Advisor, and Bill Houck from Sales completes the Argus representatives as Sales Advisor for Thimko Enterprizes.

WHERE IS J.A.

Jr. Achievement does all its work at 200 1/2 S. Fourth St. Each group raises its own capital for maintaining the business, paying wages and costs of material. Thimko is in fact a corporation, since they sell stock. The company meets once a week on Monday evening from 7:00 to 9:00. The Junior Achievement year is from October to May, at the end of which they declare dividends or losses and the company is dissolved, with a report to stockholders. While the operation is a serious profit-making endeavor, the biggest profit comes of course from the tremendous amount of real experience each Junior Achiever receives.

JUNIOR ACHIEVERS AT WORK



The girls shown above are engaged in pattern making, another vital step in the creation of this J.A. product.



Robert Kalmbach (Movie Camera Assembly) Alternate Advisor, and Bill Houck (Sales) Sales Advisor, observe the completed product while explaining the selling points to one of the members of the group.



"Record keeping is an important part of Thimko Enterprizes", says John Borgerson, Business Advisor, as he looks over the book-keeping procedure. Joy Nimke (R) (daughter of Ed Nimke of Service) is Secretary of the company.



Ralph Merrell (Product Service), Production Advisor, inspects the workmanship of Bob Haarer (son of Dorothy Haarer of Personnel).



All is not play at the weekly meetings. The group shown above is learning the important steps necessary in forming a corporation.

Wedding Bells



MRS. GERALD W. KING

The First Baptist Church of Plymouth was the scene of the September 26 wedding of Priscilla Ann Hilton, daughter of Mr. and Mrs. Foster Hilton, to Gerald W. King, son of Mr. and Mrs. Richard D. King of Plymouth.

A reception was held after the ceremony at the church parlors for 200 guests. Several of the guests also attended an evening reception held at the Hilton home. The newlyweds honeymooned in northern Michigan.

The bride is the daughter of Jeanette Hilton, Machine Shop.

Robert L. Rose Presented Wedding Gift By Fellow Employees



Employees in Final Inspection were not to be outdone when they learned of the wedding plans for one of their co-workers. In celebration of the occasion they presented Bob with a lovely wedding gift.

Miss Podewils, William Harden Exchange Vows



Mr. and Mrs. William George Harden left on a honeymoon in the Smokey Mountains following their marriage Friday evening, September 25 in St. Paul's Lutheran Church in Ann Arbor.

The bride is the former Rosalind Lillie Podewils, daughter of Mrs. Richard Springman and the late Mr. Herman J. Podewils, and the bridegroom's parents are Mr. and Mrs. George Harden. George works in Tool Engineering.

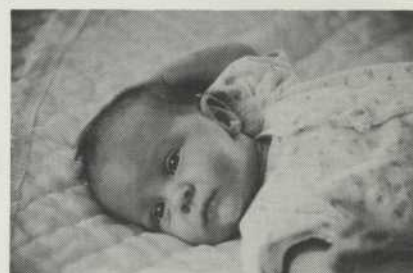


MRS. DONALD R. ROSE

Mr. and Mrs. C. Edward Moore of Ypsilanti announce the marriage of their daughter, Kae Anne, to Donald Ray Rose, son of Mr. and Mrs. Clyde Rose, also of Ypsilanti.

The couple exchanged vows in a double ring ceremony Saturday evening, October 24, before Dr. W. Clyde Donald of the First Methodist Church in Ypsilanti.

Kay is the daughter of Genevieve Moore, who works on the movie projector line, as does Donald, the groom.



CINDY LEE PELTON

Born August 6

Father - Jack Pelton - Sales

MARK LYNN JEDELE

Born September 19

Weight 11 lbs. 12 ozs.

Mother - Shirley Jedele, Service

MARY BETH MC GINN

Born October 5

Weight 6 lbs. 6 ozs.

Father - Bill McGinn, Service



DOUGLAS CHARLES BORTLES

Born October 3

Weight 6 lbs. 4 ozs.

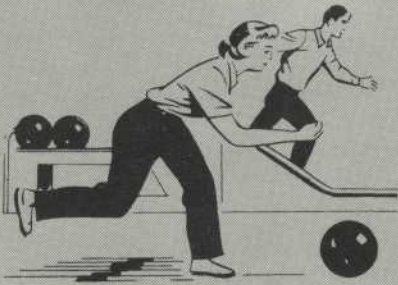
Father - Donald Bortles - Paint Shop

CRAIG PHILIP MONAHAN

Born October 12

Weight 7 lbs. 3 ozs.

Father - Don Monahan, C33 Line



BOWLING NEWS

MEN'S BOWLING LEAGUE STANDINGS

LADIES' BOWLING LEAGUE STANDINGS

	<u>Won</u>	<u>Lost</u>
1. Lucky Strikes	30	18
2. Argusettes	27	21
3. Shutter Bugs	23	25
4. Struggling Five	23	25
5. Zeininger Market	21	27
6. Scatter Pins	20	28

	<u>Won</u>	<u>Lost</u>
1. McDonald's Drive-In	23.5	8.5
2. Green Hornets	19	13
3. Renegades	17	15
4. Bud Twining Service	17	15
5. Argus Q.C.	17	15
6. Screw Machines	15.5	16.5
7. Lions	15	17
8. Hi-Liters	15	17
9. Atomic Five	15	17
10. Shipping	6	26

High Single Game - Mary Rocco - 208
 High Series - Mary Rocco - 556

High Single Game (actual) G. Bock - 233
 High Series (actual) G. Bock - 636

MEN'S GOLF SEASON WIND UP



JOHN KEENY - winner of first place in the Argus Open Golf Tournament.



WES DONALDSON - Second-place winner of the Argus Open Golf Tournament.



BOB ISAACSON - Third Place winner of the Argus Open Golf Tournament.



JOHN BORGERSON and BOB ISAACSON - winners of the Argus Golf League Championship Playoff.



ROY MOORE and JIM FRASER - winners of the Tuesday Golf League



TOM LOY and BOB SEALSCOTT - winners of the Argus Wednesday Golf League

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 - BEVERLY MARTIN, Service - TOM KENTES, Suggestion
Office - PAUL McCOY, C4 and C44 Assembly - THRESSEL
CONLEY, Sales - LOIS ELKINS, Paint Shop - ETHEL HUFF-
MAN, Night Shift - CONRAD GANZHORN, Shipping - MARY
JANE ALEXANDER.

Feature writers: Clint Harris
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

Donald Crump
366 Pinewood
Ann Arbor, Mich.

Sec. 562, P. L. & R.

U. S. POSTAGE
PAID

Ann Arbor, Michigan
Permit No. 598



!!! ATTENTION CHILDREN !!!

You'd better be good - cause Santa
Claus is comin' to town!

WHEN? - Saturday, December 12

WHERE? - Michigan Theater

TIME: - 9:30 A. M.

If you're between the ages of 2 and
12 Argus invites you to be their
guest at the Children's Christmas
party. Tickets will be distributed
to parents of children who are eli-
gible to attend.

NOW -- THE PANELESCENT NITE LITE

Now available to you is the company's latest use of
the Panelescent lamp -- the unique Sylvania Panelescent
Nite Lite. This multi-purpose night light consists of
a 3-41/4" diameter luminescent panel in an ivory
plastic frame. And because it's only 1/4" thick, it
hugs the wall like a halo.

For your convenience there are no wires, no fixtures,
no switches -- just plug it into any wall or baseboard
outlet and watch it glow!

In your bedrooms, hallways, and in many other places
it illuminates a room for safety and comfort with a
soft green radiance.

The Panelescent Nite Lite will last you over five
years, costs less than 3¢ a year to use, and is shock-
proof and unbreakable in normal use. Why don't you
see it for yourself at any local electrical supplier.

C3 IN THE LIMELIGHT. . . . AS USUAL



There it is again! Carrying on the tradition of where important events occur or notable per-
son arrive -- there's a C3 Argus camera. This photographer is taking a shot of Mrs. Khrushchev
during her recent visit to the United States.

00.2.542