

# argus eyes

Volume 8 No. 1

Ann Arbor, Michigan

January, 1952

## ATTENTION GAMBLERS

Here are some returns on one of the roughest games we've come across:

- One American worker killed or crippled every four minutes;
- One injured every 16 seconds;
- Forty million man-days a year lost through industrial accidents in this country.

How many of those people ever stopped to figure the odds against them when they were about to take a risky short-cut?

We bet you - any stakes you name at 1,000 to 1 - that not one of you has ever heard.

...a machinist without his goggles say; "I'll bet my eyes no splinter will hit me."

...a worker in a rush say. I'll bet my fingers I can fix it without shutting down."

...a reckless driver say: I'll bet my life he'll pull over before I do."

Why don't people look at it that way -- the realistic way?

Because nine times out of ten we're too busy figuring how much attention, admiration, or amazement our daredevil act will arouse in others.

Everybody likes to show off, but the next time you feel the urge, try one of these little verses for size -- while you still have a choice:



**Paul the Proud**

Here lies Paul who once was Proud,  
Now his haughty head is bowed.  
"While showing off before a friend  
I slipped—and came upon my end."



**Harry the Hasty**

Here lies Harry, known as Hasty,  
Upon his face a pallor pasty.  
"I tried to show that I was fast—  
That's why my life has hurried past."

## RECREATION CLUB PLANNING GALA VALENTINE DANCE ON FEBRUARY 9

### Joe Foder's Orchestra To Provide Music

The American Legion Hall, on South Main Street, will house the merrymakers on Saturday night, February 9.

Bring your guest, and another couple, if you wish, and dance to the heavenly music of Joe Foder's Orchestra. There will also be refreshments available.

The members of the Recreation Club have gone all out to provide a good time for you. So - Come on, let's all get out and enjoy the Valentine Dance.

Your club card admits you, your guest and another couple.

- See You There -



**Laura Lonelyheart**

Here lies Laura Lonelyheart  
Who wishes for another start.  
"I wanted nothing but attention  
And get it at this ghost's convention."



**Butch the Bully**

Here lies Butch, once called the Bully,  
With muscles that were padded fully.  
"I tried to prove that I was tough—  
So now I'm ectoplasmic fluff."



**Burton the Uncertain**

Here lies Burton, the Uncertain,  
Raising hell, he dropped the curtain.  
"Proving I was big and brave,  
I dug myself this lovely grave."

## - OPPORTUNITY -

The streets may not be paved with gold,  
Nor does money grow on a tree.  
Oh, but what a treasure we possess—  
The blessing of being FREE!

We do not fear nor suffer,  
Our laws are just and fair,  
We don't need propaganda —  
The evidence is there!

On every street -- in every town --  
Each man may pause to pray  
Without fear of persecution  
In his own chosen way.

Opportunity is our birthright;  
The tiny tree may grow quite tall;  
For this is The American Way of Life—  
The greatest way of all!

Edna Drace

Read on The Original Amateur Hour  
Program by TED MACK - - -

## - STORK CALLS -

It's a boy for the Dick Fosters.  
Master Bruce Foster arrived in  
December, and from all indications,  
he intends to liven the household.

The new tax exemption for Shirley  
and Dick Hartman is a girl. Shirley  
used to work in the Tabulating Department,  
but will now be busy at home  
with Diana Kay.

Little Linda Lee Adams just received  
a belated Christmas present.  
Her baby brother, Donald LeRoy,  
arrived two weeks ago. Their proud  
Pop, Don Adams, and their Grandpa,  
Ted Adams, are both employed in  
our Machine Shop.

Ivis and Cecilia Allen named their  
new little boy Mark James Allen.  
Cecilia was a member of our Purchasing  
Department.

The daughter of Marine and Clyde  
Anderson is so new that the little  
gal didn't even have a name when the  
paper went to press. Clyde, who  
works in the Machine Shop, can hardly  
wait until he gets his offspring home.

# ARGUS EYES

Argus Eyes is published for the employees of Argus Cameras, Inc. and their families.

It is intended to be a means of friendly communication between them, and to provide a reliable source of information concerning the company's business.

Beverly Bullis of the Personnel department makes sure that news is gathered and that pictures are obtained and arranged in readable fashion for publication about the 10th of each month.

Charles A. Barker, "Jimmy" to all, is Art Director and Art Consultant. The profiles are done by Harry Rookes.

Sam Schneider of the Photographic Department furnishes pictures.

Reporters for this month's Argus Eyes were: Jim Meldrum, Babe Peterson, Jim Rohrbaugh, Art Parker, Jr., Joe Brahm, and Irving Halman.

HELLO! HELLO!



"That's funny, I usually hear voices over the phone, this one is different."

The bright-eyed cherub above is Janey North. She had just looked over the toys Santa left when her mother, Jean North, of Optical Assembly, snapped this picture.

### MEET THE BENNETT FAMILY



This is Harvey Bennett's wife, Ruth, and their four month old daughter Cheryll Lynn.

Miss Cheryll Lynn is a much talked about little gal. After seeing her, we know why her Dad does so much boasting.

# REVIEWING ARGUS PROGRESS

By Robert E. Lewis

A survey taken since Christmas has indicated that the dealer's inventories of Argus cameras and projectors are at a low level as a result of a busy Christmas season. This is very important because three years ago even though the Company had a very active Fall business, the dealers had a poor Christmas which resulted in a very poor first quarter for Argus. Our shipments to dealers were at a high level all during 1951. More important, however, sales from the dealers to the customers during the entire year were similarly level. This survey has been confirmed by the heavy demand for Argus products since the beginning of 1952.

Materials for cameras and projectors are going to be the controlling factor of production during 1952. The picture for the first quarter, which ends in March, is clear. We will maintain our present rate of production. The government has not, however, established the allotments for the second quarter.

### Substitution Program Progressing Rapidly

Much work is now being done on our substitution program by the Engineering and Purchasing Departments. Norm Symons of the Purchasing Department has been in Europe for nearly three months. During this time he has established contacts with suppliers and has ordered some of the critical aluminum and brass parts for which substitutes are not practical. We are hopeful that the combination of substitutes and European parts will make up for any decrease in critical material allocations. Our new camera, the Argus A4, which is due to be produced later this year, has been designed to use a minimum of critical materials.

As many of you have noted, the progress in our government contract production has been steady. The final steps in the Plant II rearrangement schedule are dependent on the completion of the Blocking Department move. The current Blocking Room will then be used for the Centering Department. After the Centering Department moves, we will move Coating into its new location, and transfer Glass Cementing into the room now occupied by Centering. The rearrangement of the Cleaning and Inspection Department will be the last major move.

### New Benefit Program Nearing Completion

During the past several months we have been busy gathering the neces-

sary information to place the proposed fringe benefit and pay policy adjustments into effect. Discussion with the Wage Stabilization Board has indicated that some of the changes can be put into effect at a relatively early date. Other items will take a somewhat longer period of time to gain approval from the Board.

The Wage Stabilization Board has recently published its regulation concerning health and welfare plans. This regulation applies to the proposed changes in our group insurance program. This regulation will allow the following improvements which we are requesting:

1. A \$500 increase in life insurance coverage.
2. Sickness and accident benefits made payable on the first day of disability caused by an accident or requiring hospitalization.
3. Up to \$12 a day for a maximum of 70 days for hospital room and board for both employees and dependents.
4. Improved hospital extra-charge benefits.
5. \$4 a day "physician in-hospital attendance" benefits, up to a maximum of \$175.
6. A \$175 maximum surgical fee benefit schedule.

The rearrangement in Plant II could not have been made possible without the fine co-operation of all the people involved. I would especially like to single out those in the Blocking Department for recognition of their cooperation in making the change. These people have been exposed to a greater degree of change than those in the other departments. In fact, the complete process of blocking and unblocking a lens tool has been changed from oven heating to induction heating. Induction heating is the heating of lens tools by use of a high frequency electrical magnetic field. The complete change of process has made it necessary for all operators to become familiar with the newest techniques. There has been a very substantial investment made in this new equipment. The investment, however, could never have been made worthwhile without the fine response of those concerned. This is an example of what can be done with the latest equipment to make the company stronger and better able to meet competition in the years ahead. I know that those of you in other departments who may be faced with the same situation will also give your whole-hearted cooperation

*Argus Hobbies***- GUN STOCKS AND BULLSEYES -****L'ESPERANCE COMBINES  
WOOD CRAFTSMANSHIP AND  
MARKSMANSHIP IN HOBBY**

Harold L'Esperance's display of guns and handmade stocks attracted much attention from prospective Argus deer hunters shortly before the season opened. In the picture above, Harold is shown with his hand on an Enfield deer rifle. Directly in front of the Enfield is a Springfield deer rifle. A blank unfinished stock is also shown.

Harold, a gage inspector in receiving inspection, has been making stocks for over twenty years. He started as a youngster when he found that manufactured guns and stocks were too expensive, and found that he could make his own far more cheaply and get considerable enjoyment from the hobby too.

When starting on a project, Harold buys a rough stock, usually birdseye maple, selected for the beauty of the grain. He then hand carves the stock, using the carving tools shown in the picture. The stock is shaped according to his own design or to the design of a famous stock-maker and designer. Harold uses the designs of Alvin Linden, a famous stock-maker and designer. He is now working on birdseye maple stock selected from over 1500 pieces for the beauty of its grain pattern. This will be hand shaped and fitted and inlaid with ebony. The complete project will take in excess of seventy hours to complete and the finished stock will be worth around two hundred dollars.

Although the completed pieces demand quite a high price, Harold has

never sold one, although he has given away a few as presents.

His interest in guns does not stop at stock making. He is an expert rifleman and in 1948 took third place in a field of 2700 in the Hearst Trophy Competition which was held at Olympia Stadium in Detroit. He is a life member of the National Rifle Association and an officer of the Ann Arbor Rifle Club. Mrs. L'Esperance shares her husband's interest in rifles and is also a member of these organizations.

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**ARGUS BOYS  
IN SERVICE**

Chuck Murphy, of Service Department, has received his "greetings" from Uncle Sam. He will leave for active duty within the month.

Denny and Ruth O'Hare have had their son, John "Pat," home with them for a two week furlough. Pat was employed in the Machine Shop prior to his enlisting in the Army last summer. Denny informed us that his son leaves for Seattle soon, and expects to be shipped to the Far East.

Carl O'Dell, of Final Inspection, joined the Army Air Force. He left the early part of January.

Clifford "Kip" Swanson is still in Japan. In a recent letter, he said that he was assigned the responsibility of arranging for the Christmas party for his group - from food to decorations, and that every one had a good time. He also said to say "Hello" to all his friends at Argus.

Herb Sautter stopped in for a visit

***Between the  
Deadlines***

Harry Rookes has come up with the rather fantastic story of a bear in the near vicinity of his home. Harry, are you certain, or could it have been that very good punch you served on New Year's Eve, which was a little bit too potent?

"Our Texas Gal" Eleanor Logan and her husband have entered a square-dancing class here in Ann Arbor. After the first session, Eleanor states, they "sho nuff" make it a strenuous art up here.

It seems that Joe Wright is being seriously threatened with a law suit by one Jerry Patterson. Jerry definitely states that Joe backed his stake truck into his (Jerry's) panel job. Better settle out of court, Joe.

In the past few weeks Bob Schleicher has enjoyed a "Hossier Homecoming." There are now two of Bob's former college chums of Tri-State College working for Argus.

**Away For The Holidays**

Mary Hamlin spent the holidays visiting her family in Pasadena. While there, she enjoyed the Tournament of Roses, the Rose Bowl game and the well-known California smog. Mary found, on her return from California, that during her absence Optical had been re-organized and painted.

Bernice Moore spent Christmas in Kentucky. Her daughter Jean returned to Ann Arbor with her to enter school here.

Others who traveled out of the state for Christmas were Juanita Tweedy, who went to Columbia, Kentucky, and Bette Powell, who journeyed to Indiana.

Mike and Ethel Sinelli are stay-at-homes - and why not? They just moved into their new home last month. We hope that housewarming party isn't too far off.

Lorraine Devlin is just now getting settled after choosing the Christmas season to move to her new residence in South Lyon. Moving and preparing for the holidays had her in quite a dither. Evelyn and Marvin Geiger also chose this time to move.



while he was home on leave this month from his southern station. He looked like a million dollars in his neat navy blues.



Research--Y & R maintains a staff throughout the nation that goes into people's homes to discover preferences, determine market potential. Research points out the kind of selling approach that sells more Argus cameras.



Merchandising director Bob Morenz questions an Argus dealer. Constant checking with dealers helps the agency find why some products sell while others fail, which sales points are strongest, which counter displays are most-wanted.



Preliminary conference of the Y & R Detroit staff assembles information found by research and merchandising activities, determines the sales points to be stressed in ads. New advertising campaigns are brought up with the Plans Board--the top men in New York.

## ANDY VISITS OUR NEW AD AGENCY



Ever since I saw the "new style" Argus ads at Christmas time in the Saturday Evening Post and This Week, I've been anxious to drop in on our new agency, Young & Rubicam. Finally made it

last week, and believe me, it's quite an operation.

Sam Potter, vice-president in charge of Young & Rubicam's Detroit office, takes personal charge of the Argus activities, so he showed me around and explained the hundred or more things that have to be done before our selling story gets across to the people who buy the things we make.

To do the job, we now have at our command all the facilities of the second largest advertising agency in the world. These include a nation-wide research organization--originally founded by Dr. George Gallup, talented writers and artists both in Detroit and New York, know-how in retailing and public relations, and wide experience in the camera field gained during the years that Young & Rubicam produced Ansco advertising.

### 1 PART INSPIRATION 10 PARTS PERSPIRATION

Ads don't just happen--they come out of hard work and long hours. First of all, Young & Rubicam takes a close look at the people who buy cameras, and may buy an Argus camera. Who are they? What magazines do they read? What will urge them on to a camera purchase? What features will help them decide on an Argus?

All these and many more questions were answered in consumer interviews before Young & Rubicam started the first of the new Argus ads.

Long hours of thinking and planning follow along to write the ads, plan the art and decide when and where it will be published. Behind this is the goal of telling more of the right people about Argus products at the lowest possible cost.

And it looks like we're off to a flying start for 1952. Because cameras are bought by all kinds of people, we're out to reach a total audience of 80 million prospective Argus owners! Since most cameras are bought for special occasions such as Christmas, graduation, vacations etc., we're planning our ads on a seasonal basis--heaviest at those times when the greatest number of people are ready to buy.

Our ads this year will be aimed at the big "able to buy" reader audiences of Life, Post, Colliers' and Look. The ads will feature our products specifically, leaving the job of selling photography in general to Eastman's and Ansco's film departments.

### WHY ADVERTISE NOW?

All of these Young & Rubicam ideas made good sense, and made me feel pretty good about Argus sales (and profit) prospects for the future. But one thing still bothered me--why spend money for advertising now when we can't make enough cameras to fill the orders we have?

Well, Young & Rubicam had the answer to that, they just pointed to some companies that thought they were so solid they didn't have to advertise--Pears Soap, Sapoliō, and a few others I never heard of. Not so many years ago, though, these were big organizations until they relaxed their selling effort.

Our solid advertising program today is not only aimed at immediate results in pre-selling prospects, but at building our name and reputation to insure continued high sales five, ten and twenty years from now.

When I left the agency office, the Plan Board was in session starting the ideas rolling on a new Argus selling message, one of the many we'll see in the top national magazines in the months ahead.

As for me, everytime I see one of those ads, it will remind me that Argus really means business--now and for the future.



Scheduling is handled by Tom Maynard, media director, and Errol Lyon, traffic-production manager. Together, they fit a proposed schedule to the Argus budget and work out a basic list of magazines in which ads should appear to reach most prospects for the things we make.



Copy men Bob Higbee and Jerry Darrow work out copy approaches that use information from research and merchandising. Copy men in New York also work on the Argus account, and the best ideas from each source are selected for a campaign.



Art director Claude Streb lays out an ad, follows copy approach and creates pictorial effects to make the ad a real "salesman." Layout and copy are submitted to Argus Sales and Advertising departments, the ad is completed, and soon we and 80 million prospects will see the message.



## SPORTS HIGHLIGHTS

### TIGHT RACE SPOTLIGHTS

#### MEN'S BOWLING LEAGUE

##### PAINT SHOP TEAM HOLDS ONLY SLIGHT LEAD AT HALFWAY MARK

The Argus bowling league is enjoying its most hectic title chase since its inception ten years ago. With the schedule more than half completed, three teams are battling for the leadership of the league.

The current league leading Paint Shop five is holding a slender one game lead over the Ten Pins and Quality Controllers. The leaders are finding the title road quite bumpy this year. In the past few seasons this entry had comparatively smooth sailing and usually had the title wrapped up early in the schedule. Perhaps this year we shall have a new champion of the league.

It has been the overall balance of the Controllers that has kept this team in the challenging position. This team has the highest average of the league and should prove real troublesome in the concluding weeks of the season.

The Ten Pins have kept rolling at a fast clip mainly through the efforts of the dependable Ernie Billau and the clutch bowling of their southpaw ace Mel Bahnmiller.

The surprise Tool Room five continued to stay close to the leaders despite the fact that their team average is not too high. In the past few outings it has been the bowling of Bill Fike who has furnished the necessary spark to have a winning combination.

In fifth place the Engine Ears are fighting to get into a challenging position for a stretch drive to what they hope will be the coveted league title. Even though this entry is now at the 500 mark, they have proved themselves capable of working over the league leaders. In their two meetings with the Paint Shop the Engine Ears have taken six of the eight points. In their last set-to the contenders with Ed Zill showing the way shellacked the leaders in their first two games. It appeared likely that the mechanics would record a sweep of the four points, but in the last frame the Paint Shop recovered with a whirlwind finish to salvage the last game by the slender margin of two pins.

### ARGUS QUINTET WINS OPENER BY 36-13

The Argus basketball team opened its season in a very impressive manner when they defeated Edwards Brothers by the top-heavy score of 36-13. Our team took the lead in the opening minutes of the game when they made good on their first three chances from the free throw line. From this point on, the Argus quintet kept increasing its margin until the final whistle. The practice program that the squad has had prior to their league opener paid off handsomely in the overall performance of the players.

Carlos Chapman, former University of Rochester sharpshooter, appears to be the nucleus around which Coach Terry will build this aggregation. Carlos, and Jim Coopridner seem to be an ideal combination in advancing the ball and setting up the scoring pattern. Each is talented in the art of dribbling and ball handling which is so necessary for a team to show any scoring punch.

Bob Van Natter, who was late in reporting for practice but is rounding into playing condition rapidly, should serve well in playing the pivot position. Coach Terry seems to be well fortified at the forward positions where he has Harry Bates, former Dexter standout, the fast breaking ball-hawking Red Shankland, the steady heads-up playing Don Crump, and the rebound specialist Marvin Geiger.

In the weekly prize winning, Dick Guarino and his Planning team went on a pin spilling spree to gain those prizes. Dick had a very scintillating 625 series while his team mates chipped in to help set a record breaking 2740 three game total.

The Service Department Christmas party, with goofy gifts and potluck lunch appears to have been lots of fun. Here they are resting after that huge lunch.



Pictured above are: Herb Pfabe, Marion Rippel, Jack Turner, Phyllis Milligan, "Doc" Benson, Judith Estola, Helen Mull, Gertrude Guy, Fran Riggs, Jim Rohrbough, Lester Michael, Roberta Jones, Thelma Burke, Chuck Murphy and "Bud" Farrell.

Bill Courtright, the golfing master, turned in a sparkling performance in the opener and can be used at a forward position or can take over the duties of the pivot. Johnnie Parks can be used at either guard or forward as can the small but dynamic George Bock. Jim Fraser of St. Thomas fame did not play in the opening encounter because of his taking over the coaching duties when Coach Terry was unable to be present. The red head did a very commendable job, but should prove even more valuable as a player.

### LIBERTY INN TEAM LEADS IN LADIES' BOWLING LEAGUE

The first half of the 1951-52 bowling season for the Argus Ladies League is over, and the second half should be interesting to watch with Liberty Inn in first place, Bluefront trailing by two games, and Earle's Hi-Speed trailing by three games. Following these three tip teams are Card and Camera and Liberty Food Lockers. Anything can happen to these five top teams. High team and individual scores have remained the same for several weeks but they have been raised in seasons past, so watch the bulletin board for changes.

Five teams, Liberty Inn, Card and Camera, A&W Root Beer, Erle's Hi-Speed and Liberty Food Lockers are going to the state tournament at Muskegon in March; besides the bowling team event, all entered singles and doubles plus a sixth person for each team to fill the doubles. The City Tournament begins in February. If the past seasons are any indication - this league should be well represented.

# ANNIVERSARIES



George Conn  
Machine Shop  
10 years



Dick Dorow  
Optical Assembly  
15 years



Jim Meldrum  
Engineering  
10 years



Athol Ward  
Machine Shop  
10 years



Louise Koebnick  
Inspection  
10 years



Harold Walz  
Receiving  
10 years



Orviel Harrison  
Machine Shop  
10 years



John Albertson  
Camera Assembly  
10 years



Mary Jane Rutledge  
Accounting  
10 years



Al Sannes  
Machine Shop  
10 years



Viola Curtis  
Cleaning & Cementing  
10 years



Blanche Crocker  
Camera Assembly  
10 years



Hank Christopherson  
Camera Assembly  
10 years



Florence Russell  
Camera Assembly  
10 years



Chuck Ceronsky  
Machine Shop  
10 years



Matta Maynard  
Camera Assembly  
10 years



Edd Olson  
Machine Shop  
5 years



Frances Riggs  
Service  
5 years



Will Parker  
Engineering  
5 years



Bertha Sheldon  
Camera Assembly  
5 years



Becky Thomas distributed the Christmas gifts in Optical Assembly. Patiently waiting are Jeanette Collins, Bessie Coon, Douglas Plummer, Jennie Lasky, Bernice Blackmer, Mary Brown, Hazel Brown, Barbara Fry, Juanita Tweedy, Harry McKinley and Fred Martell.



The Army Ordinance Department shared the Christmas spirit with Argus employees. Pictured above are Neva Porter, Eloise Michaud, Lois Brooks, Bill Brigham, Jim McKnight, Douglas Plummer, and (always in the picture) Fred Martell.



"What's Up 'Doc?'" That's Jim "Bugs" Rohrbough of the Service Department.



ARGUS CAMERAS, INC.

ANN ARBOR, MICHIGAN

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Sec. 562, P. L. & R.

U. S. POSTAGE  
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Permit No. 598

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Ann Arbor, Mich.

## GIRVAN'S PHOTO CORNER

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

### MAGIC FLASH EXPOSURE FORMULA

This issue was to be devoted to film and exposures but the main question just now seems to be flash photography so we will go into that first.

This type of photography is very easy and you can get exactly the same results as the expert once you master the simple formula of "GUIDE NUMBER DIVIDED BY DISTANCE EQUALS THE f OPENING."

The inexperienced photographer becomes confused when he tries to read the many words of advice and information that the bulb, film and camera manufacturers give him.

Argus goes to great lengths in the instruction books to explain flash exposures but as we all know the book is always "somewhere else" when we want it. The same thing applies to the instruction sheet that comes with almost all film; it is usually thrown away with the empty carton. The one source of information that is always available when we are going to take flash pictures is that supplied by the bulb manufacturers - he prints it on the bulb wrapper, so let's try to solve the problem by using that formula.

This formula, or one similar to it, is on all bulb packages. This is from the General Electric, SM type.

FILM SPEED RATING	20-32	40-64	80-125	KODACHROME A
Time Bulb 1/25, 1/50, 1/100	80	115	160	57
1/200, 1/250	65	90	130	45

It covers 90% of the information you need to take good flash pictures and the other 10% is in the explanation as to what "film speed rating" means. All films have many characteristics, one of which is the degree of sensitivity to light. A normal negative may require a one second exposure with one film and four seconds with another. It is enough for us to know and to remember that Plus X or Supreme film is in the 20-32 film speed class and Super XX or Superpan Supreme (fast films) in the 40-64 class.

The next question is, "what shutter speed should I use?" That takes a lot of explaining so for the beginner, let's say 1/25 second (1/30 for C3) for all flash bulbs. If your camera has an F-M button at a later date.

We now know what the film speed rating is and that we are going to use a shutter speed of 1/25 (1/30 for C3) and the next step is to set the f opening. This is where the "GUIDE NUMBER DIVIDED BY DISTANCE EQUALS THE f OPENING" comes in. To find that mysterious number we have to draw a line from the film speed rating through the number under it. Let's say 20-32 as we are using Plus X film. (note ---- line in chart below)

1/25 second falls in the time bulb 1/25, 1/50, 1/100 range. We will now draw a line from that group through the numbers opposite it. (note . . . line in chart below)

When that is done, we have the LINES CROSSING at 80, and that is the guide number.

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Time Bulb 1/25, 1/50, 1/100	80	115	160	57
1/200, 1/250	65	90	130	45

If we had used a different film and a different shutter speed, the lines would have crossed in another block but WHEREVER THEY DO CROSS, YOU HAVE YOUR GUIDE NUMBER. For instance, Kodachrome A at 1/25 would give you 57.

You now know the guide number for that film bulb and shutter speed. To find the "f" opening simply divide the number by the distance from camera to subject and you have the "f" opening.

For example you decide that to get the picture you want you should be 10 feet away, so Guide number (80) divided by distance (10 feet) equals 8 so use "f" 8. Just as simple as that.

By the same formula 80 divided by 6 feet gives you approximately 13 so use "f" 13, for a picture at 6 feet. If your answer is not exactly the same as the "f" numbers marked on your lens, just guess. It is easy to see that 13 is somewhere between "f"11 and "f"16.

If your answer falls out of the range of "f" stops on your camera, you will have to take the picture at another distance or use a different bulb.

With the 75 camera, you are limited as you have only one "f" opening so with SM bulbs you have to be between 8 and 12 feet from the subject; with #5 between 12 and 18, with Plus X.