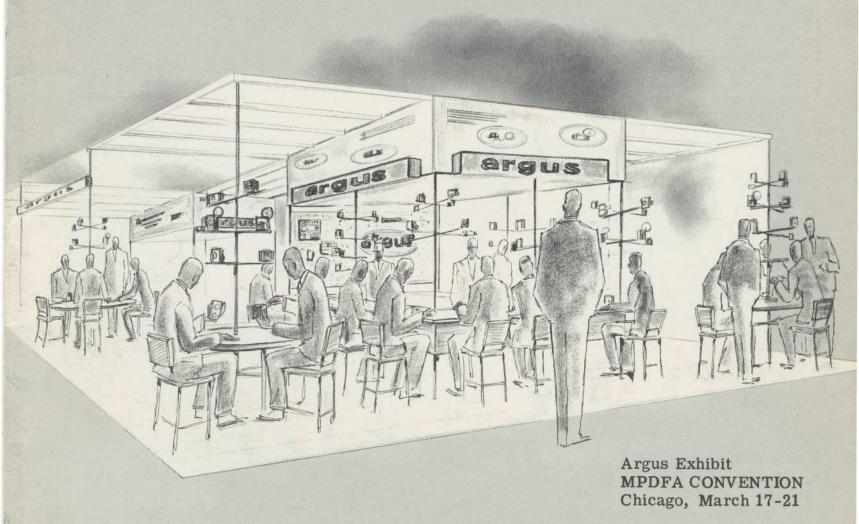
Volume 14 No. 2

# argus eyes

Mar.-April 1958



... meet the new argus products

# Looking at Argus



by Joe Detweiler

Chicago, Illinois March 17, 1958

This is being written in Chicago, where I have just finished my first trip around the annual Photographic Trade Show which opened today at the Conrad Hilton Hotel. All major American and foreign manufacturers are represented, and dealers are here from every part of North America.

The entire show is impressive, and a really convincing demonstration of the growth and strength of the Photographic Industry. The 170 exhibits and hundreds of products are evidence that our industry is progressing rapidly.

I am happy to report that here, with all of our competition around us, Argus looks great. Our large exhibit (side by side with the Sylvania Photolamp Division display) has attracted a full capacity of dealers ever since the show opened. Most important, the dealers are really excited about our new products. We and our distributors have about 45 salesmen working at the show, and they are busy demonstrating and writing orders.

#### WHAT DOES THE FUTURE HOLD?

This, of course, is the big question in all business today, and I know each of us at Argus is interested in the answer personally. At this show, and at our sales meeting during the past several days, the general feeling has been one of confidence in our economy and belief that an upswing will soon start.

Of course, we at Argus have only a small influence on the country's total economy, but our goal is to get an increased share of all of the camera and projector sales which are made. With our new product program well underway, I am sure we are on the track.

#### SOME NEW PRODUCT FACTS

This issue of Argus Eyes presents details on each of our new products introduced in Chicago today. However, you may be interested in some of the background thinking and rea-

soning behind several of the new models.

The Match-Matic C3 is far more than a "new look" for our most famous product. The Match-Matic system is an entirely new concept of simplified photography. This new ease of use means that for the first time a fine quality color-slide camera is available to the thousands of people who have had no photographic experience. This should create a new and large market for Argus

The M500 8mm Movie Projector is a fine example of what can be accomplished through Argus-Sylvania teamwork...with the M500 featuring the revolutionary new Sylvania Tru-Flector projection lamp. This is our first product in the 8mm movie field...a market that has a greater sales potential than the 35mm field where we have confined our efforts in the past.

The M500 is not just another movie projector. It is truly new...offers new features and greater value to customers...sets new standards for the industry. In introducing the M500, Argus has made an important move toward leadership in another segment of the photographic business. The dealers I have talked to today are enthused about this product.

The V100 is a fine German-made camera added to our line to fill a special slot in the camera market where we have not previously been in contention. This market consists of customers who specifically want an imported camera with special features. The price range and features are enough different from our top cameras to make the V100 non-competitive with the C44, while adding to our sales strength and position with retail dealers. It means plus business.

The new Argus products introduced today represent months of great effort by many people in our organization. I personally know of many instances where extra effort was made to expedite this program. Our appreciation and congratulations go to every one who contributed to the

successful introduction of these new products in Chicago today. I THINK WE STOLE THE SHOW THIS YEAR.

Now, our next job is to get production underway rapidly, and to get these products in the hands of customers while Argus salesmen and dealers have a real head of steam built up. Our competitors are not asleep. They, too, introduced many new products, and they wont let us into new markets without a fight.

We have to keep our costs competitive to permit selling at the lowest prices consistent with the high-quality standards we insist upon; and we have to follow up with other attractive, competitive products as soon as possible. These many challenges should keep us busy for months to come.

# ARGUS SALES CHAMPS ANNOUNCED AT MEETING



Bill Armstrong...voted the Annual Arlon Clarke Memorial Salesmen's Award for the person who most helped Argus salesmen during 1957.



Bill Houch...designated Argus Salesman of the year for 1957. Winner is selected on basis of all phases of activity, as well as actual sales results.

#### PHOTO REVIEW OF ARGUS AT THE PHOTO SHOW

#### Salesmeeting Sets The Stage For Selling



Dick Wilson provides engineering details on new products.



Field Sales Manager Jack Pelton introduces new products.



Sylvania's Frank Mansfield reports on market conditions.



Regional Sales Manager, Bill Weeden shares new ideas.

#### Last Minute Preparations



Bob Lewis and Joe Detweiler talk things over just before the exhibit was opened to visiting dealers.



One hour before showtime, Jimmy Barker and Bill Carey were surrounded by cartons and ladders, but exhibit was ready and sparkling at the appointed time.

#### Men At Work . . . Selling Argus



#### MEET THE NEW ARGUS PRODUCTS

Six great new Argus products were introduced to our Dealers at the trade show in Chicago, March 17 to 21, and are now being shipped to stores all over the country. The next six pages of this issue of Argus Eyes is being devoted to a close-up look at each of the new products, and a look behind the scenes at the activity which made these developments possible.





GOOD THINGS DO COME IN SMALL PACKAGES. . . the new Argus M500 is only 10 3/4" x 6" and 8 1/2" high in storage position. Total weight is only 11 pounds.

# argus M500 8mm MOVIE PROJECTOR

The Argus tradition of leadership and outstanding value for customers is very evident in this first Argus entry in the booming 8mm movie projector business. The M500 achieves new standards for screen brilliance, quiet operation and compact size.

The big feature of the M500 is the revolutionary new Sylvania Tru-Flector projection lamp which contains a precisely positioned silvered metal mirror on the inside! Operating like a light-



house beam, the new lamp produces concentrated light to give screen brilliance greater than old-fashioned 500 watt movie projectors...yet, our new M500 is far smaller and operates with the cool advantages of far lower wattage than competitive 500-watt projectors.

#### M500 FEATURES

- Instant Action Single Control Forward-Reverse-Still
- Rapid Power Rewind and Enclosed Reel Drive
- New Easy "Slip Loading" Film Rugged One Piece, Die-Cast Alum-Gate
- f:1.5 Wide-Angle Lens
- All Moving Parts Lifetime Lubri-
- Full 30" Picture at Only 12 Feet
- 400' Film Reel Capacity
- · Compact and Portable in Its Own Self-Contained Carrying Case
- inum Body
- Modern Functional Styling Concept
- Argus Lifetime Guarantee

Here, at last is a really fine camera that is just as easy to set as a clock. The Match-Matic exposure setting system is designed to appeal to people who know absolutely nothing about photography, and who don't want to have to learn. All f:stops and fractional shutter speeds have been replaced by plain numbers, and all "thinking" is done by the clip-on LC3 meter.

#### HERE'S HOW IT WORKS -

When setting the camera, the user merely selects a shutter number by deciding whether the picture he wants is a "scene" or "action." The shutter number is matched on the meter...the meter is aimed...the number indicated by the meter needle is matched on the lens...and you're all set!

#### NEW APPEARANCE, TOO -

In addition to the new Match-Matic system, the C3 has a fine new prestige look. The famous C3 shape has been retained, but the camera now sports a handsome gray leather surface, enlarged knobs and controls and a streamlined lens mount with settings visible from above.

Retail price of the new Match-Matic C3 is \$74.95, including camera, case, flash and the LC3 meter. The new case is designed to cover camera with meter attached.



The new Argus Match-Matic C3

# MATCH-MATIC

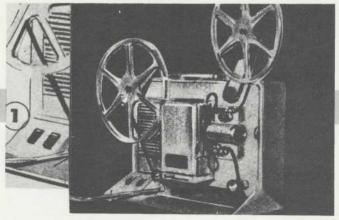


PROMOTION KIT for Match-Matic C3 includes this set of streamers to be displayed in stores to call attention to the easy new exposure system.

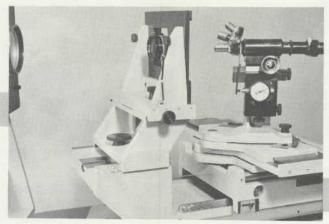
# BIRTH OF A NEW PRODUCT



We start by getting the idea down on paper. Often a proposal proves unsuitable or impractical at this stage and is shelved for further study. Many are thrown out, but some ideas really gather momentum once they are seen in this dimension. An aid at this first stage is Market Research which helps determine if a profitable market exists for the product.



Basic styling of most Argus products is performed by Harley Earl and Associates, who also style General Motors cars. A number of styling ideas in keeping with the Argus concept and with consideration of the price range are submitted. Many things influence styling and these early designs are changed many times before the new camera or projector is put into production.



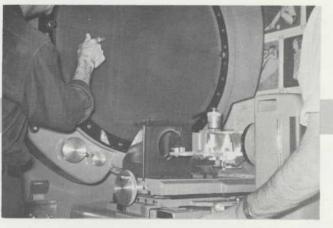
Optical and mechanical components begin to take shape as the specification of the new model are decided. Computing machines and research equipment aid the engineer in the basic design of hundreds of parts. In addition to meeting the functional requirements, the designer must select the proper materials with cost an ever-present consideration.



Tooling is a key step. To manufacture parts machine and glass processing tools are designed and built at a cost of many thousands of dollars. This expense like all the others involved in the development of a new product must be invested many months before the first sale of that product is made. Once the tools are made, revisions for any reason are both difficult and costly.

"Pilot Run" time is a chance to see just how well all of our plans and preparations fit together to produce actual finished units. This try-out assembly line is carefully observed to detect and solve any problems before full-scale production gets underway. Time devoted to the pilot run pays big dividends in smooth operations later on.





Quality has always been our middle name here at Argus. However, quality means constant hard and expensive work by everyone.

When a new product is being developed, the inspection and quality standards must be determined and testing equipment ordered. The Quality Control Department is responsible for coordinating these initial efforts and maintaining the standards during production.

Testing is a constant part of the entire program, but it reaches the peak when complete pilot run units are available. The Technical Services and Development section of Engineering then takes over to make sure the finished product can take more than any consumer can expect. Special devices keep the product going through its operation cycle constantly to simulate the use of more than an average lifetime.





Advertising starts work while the new product is taking shape. Plans are made to present and sell the product through magazine, newspaper and TV ads. Promotional material to help Argus dealers display and sell the new model are also decided upon. In addition, Advertising and Purchasing work together to produce packaging which will be both a sales aid and protection during shipment.

Production is the big moment. When the finished products start to roll off the assembly lines by the hundreds, all concerned in the long and arduous development job can enjoy a feeling of satisfaction at another successfully completed project. As Shipping and Sales take over, the development process is over, and our "new" product moves into the regular Argus line.



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The development of a new Argus product is an important event that effects each of us. It is a tremendous job, requiring the direct efforts of every department. While there is much glamour on the day the new products are first shown, the way has been paved with hard work and extra effort.

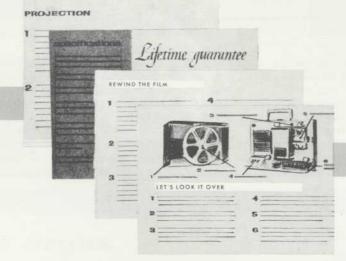
These photos take you behind the scenes to see some of the key operations involved in preparing the new M500 Movie Projector. Actually, space allows us to show only about one-fourth of the activities involved, but this will give you some idea of the work and planning involved in the total Argus new product program.



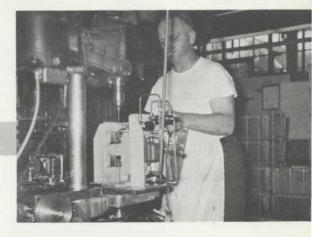
Model Building presents the first real chance to see what the finished product will look like. Such work demands a great deal of skill in the use of many specialized machines. This function is carried on in two areas, one devoted to fashioning the optical component of the model and the other the mechanical parts.



Purchasing takes over on parts that Argus is not equipped to produce economically. These must be purchased from outside manufacturers who specialize in making the type of part in question. The Purchasing Department coordinates the facilities of vendors with our Engineering Department.



Instruction Books are a little known, but highly important part of the preparation of a new product. This book describes in detail the proper method of operating the camera or projector. It also answers many questions on the care and maintenance of the unit, and provides suggestions that will assure satisfaction. This work involves considerable product study and careful writing and illustration.



Manufacturing processes a high percentage of the new product's component parts. Machining, Glass Processing and Finishing are the three major areas in our parts processing procedure. Scheduling machine time, delivering raw materials, establishing work standards and provisions for maintaining quality are some of the many preparatory jobs of the Manufacturing unit.

As our new product moves into Dealers' stores throughout the country, and into the hands of our customers, one job is finished. But, the big job of new product development continues without even a moment's pause. This job goes on because we must constantly offer the best, and therefore our goal must always be to improve, to think ahead and to develop even finer cameras and projectors.



# argus

This new camera is manufactured in Germany for Argus, and to Argus specifications, to appeal to customers in the higherprice, import market. The V100 puts Argus into a sales field in which we previously have not been a contender.

#### CHOICE OF LENSES

Two models are available... one with a high-speed Argus Cintagon II f:2.0 lens, the other with an Argus Cintar II f:2.8 lens. Both models feature an advance design Exposure Value System with built-in exposure meter, built-in delayed action self-timer and many other special items designed to excite the "all-out" camera fan. The C4/C44 flash unit will be sold with both models.

The V100 with f:2.0 lens, case and flash will retail for \$161.15, and the f:2.8 model will retail for \$131.15.

#### **V100 FEATURES**

- Super-fast coated, color-corrected lenses in either Cintar II f:2.8 or Cintagon II f:2.0 models.
- Synchro-Compur shutter with 10 speeds from one full second to 1/500th, plus bulb and built in self-timer.
- Shutter speed and aperature rings lock together at desired EVS to allow complete selection of comparable . ASA accessory threads. combinations with single one-finger setting action.
- Built-in EVS exposure meter with two sensitivity ranges. Film speeds ASA 2.5 to 1250.
- Single-Stroke rapid wind with built-in exposure counter and hidden pop-up rewind knob.
- Built-in M-X internal flash synchronization permitting use of standard Argus clip-on flash gun.
- Built-in double exposure prevention with intentional re-

  - · Argus lifetime guarantee.



# argus PRE-VIEWER II

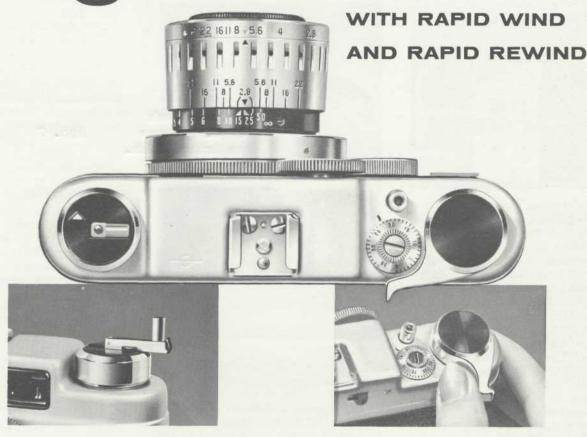
#### DELUXE DESK-TYPE SLIDE-VIEWER

A sparkling new two-tone green companion for the fast-moving Argus Previewer I, this new modern design offers the perfect angle for viewing by several people while the viewer remains on desk or table. The slide-carrier can be pressed into a special position to keep the light on without fingers holding slide down. Uniform illumination system is self-contained, with batteries and bulb supplied.

The Previewer II features a big double-element magnifying lens system designed to produce full edge-to-edge clarity on 35mm or 127 slides, inserted either horizontally or vertically. Price is only \$8.95. The familiar Previewer I will continue in its line at \$7.95.

The entire Pre-Viewer II is manufactured by Sylvania Parts Division.

# argus C44



Now the best of Argus is even better as rapid wind and rewind sales features are added to the popular C44 camera.

The new rapid wind lever is always in the precise position for a flick of the thumb, but never in the way when shooting pictures. Two quick strokes, and the film is advanced, shutter rewound and the camera is ready for the next picture.

New Argus C44 rapid rewind puts film back in the

cartridge in a matter of moments. Rewinding is a continuous smooth motion with the handy rewind crank.

The new Rapid Wind C44 model continues to offer all of the popular fast-selling features including bayonet-mount lens interchangeability and choice of f:2.8 or f:1.9 lens.

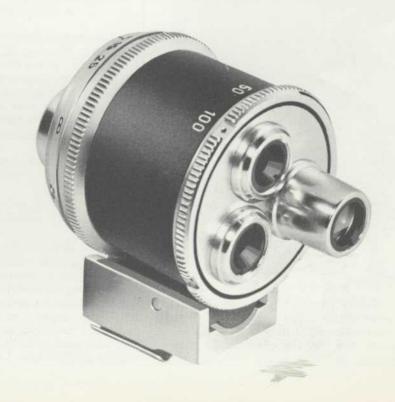
The new C44 Rapid Wind will be an outstanding buy at \$99.95 for the f:2.8 model and \$149.95 for the f:1.9 complete.

#### THE NEW argus

## TURRET VIEWFINDER

ABSOLUTE PERFECTION IN MULTI-LENS VIEWING AND PARALLAX CONTROL

This is a high quality accessory for the C3, C44 and many other cameras which use the standard interchangeable 35mm, 50mm and 100mm lenses. The viewer provides a separate and precise prismatic optical system for each of the three focal lengths, assuring an exact field of view. The optical design gives an extremely brilliant image, and precision is maintained to the extreme corners and edges. One major feature is that the field of view will exactly match that of the camera lens even if the user wears glasses or does not center his eye properly when viewing. Cost of the new Argus Turret Viewfinder is \$24.95.



#### ARGUS PHOTOGRAPHERS HELP VETERANS ENJOY COLOR SLIDE SHOWS

The Ann Arbor Camera Club recently solicited colored slides from it's members for the enjoyment of the Veterans at the local Veterans Administration Hospital. For the showing and viewing of these slides the Argus Camera Employees contributed the following equipment to the Hospital: one Argus 300-Watt Slide Projector, four Argus Previewers, one 40 x 40 Projection Screen. The Ann Arbor Camera Club supplied a Storage Chest for the slides and trays to distribute the slides in small groups to the various patients.

Pictured above is the presentation of the slides and equipment by Camera Club officers and a representative of Argus Employees.

Left to right: Edward E. Sayer, founder of the Camera Club and now Vice President; Mr. James Cooper, President of the Camera Club; C. D. Nichols, Chief of Special Services at the Hospital; and Walter Bartell, President of the Argus Employees' Recreation Club.



Walter Bartell is pictured showing some of the slides to a patient, Mr. James Alwood of Brighton. Mr. Alwood has been a patient for four months at the hospital.

# ... Family Circle ...



Alice Mae Riley became the bride of Ronald Douglas Hale on November 16, 1957. The wedding took place at St. Patrick's Catholic Church in Brighton, Michigan. Many of Alice's friends at Argus participated in the wedding ceremony and the reception that followed in the St. Patrick's School Hall.

The bridegroom is a pilot for the Air Travel Service Company of Detroit. Alice is a secretary in the Sales Department.



Dorothy Lavin (Dept. 81) has a new baby girl finally. Patricia Ann was born on February 16 of this year. She has three older brothers.

Penny Sue Sayer, born October, 1957. Father is Ed Sayer (Department 70).





Denise Lynn Neustadt, daughter of Jackie (Dept. 15) and Sam (Dept. 10) Neustadt was born October 2, 1957.

Laurie Louise Wellman arrived on February 27 and weighed in at a healthy 8 lb. 13 oz. Miss Wellman's father, Maynard, works in the Engineering Department.

#### From the Album ..



Fay Kaufman Weiss and friend. Fay's father is Harry Kaufman (Department 43) and her friend is Brad Stevens (Industrial Engineering). The occasion was a neighborhood curtain call for a performance in Hansel & Gretel at Perry School, 1934.

#### A REMINDER

The Annual Dinner is scheduled for Monday, March 31 at 6:30 P.M. in the Michigan Union Ballroom. Your mailed invitation will have a reservation card enclosed. Be sure to return it as instructed on the card.

#### Just Married

June E. Osborn (Engineering) and Nathan Fairchild were married on January 29 in an afternoon ceremony at the First Baptist Church in Ann Arbor. After a wedding trip to Canada, the couple returned to their home at 910 Greenwood, Ann Arbor. Mr. Fairchild is a senior in the University of Michigan Law School.

# Sports Review by Don Crump

#### **Bowling**

#### DAY SHIFT

With eight weeks remaining of the bowling season the race for positions are tightening up, with the Green Hornets still remaining in the top spot. But only three points behind the front running Green Hornets are two teams, the Tool Room, last year's champs, and the Thirsty Five team. Although the season has only one-third of the schedule left, there are half a dozen teams that could end up in the top position.

Jim Fraser's 276 game (actual) still remains the highest single game but one bowler, George Bock, came pretty close to beating Jim with a 269 game. George started out with eight in a row, in the ninth frame which seemed like a pretty good hit, one pin remained and George had to settle for a spare. In the tenth frame, George got a strike and spare for 269 pins.

In the high three-game series department, Jim Fraser beat his previous series of 623 with a 650. He had games of 233-225-192. But close on his heels and giving him a fight in this division is Chuck Renner who so far has rolled a three-game series of 631.

In the high average class, Chuck McClune still remains on top with 178 pins per game average. But only two pins behind Chuck and don't count this fellow out is Jim Fraser with 176. And the dark horse in this race and coming up strong is Chuck Renner. The outcome of this contest is far from being settled.

The Thirsty Five holds the high single team game (actual) of 1003 and the high team series (actual) of 2780. The Forty-Niners has the high team series with handicap of 2760.

The Men's Day Shift Bowling Banquet will be held April 22, 1958 at the Moose Lodge. Be sure to hold this date open.

#### STANDING SO FAR THIS YEAR

|     |               | Won  | Lost |
|-----|---------------|------|------|
| 1.  | Green Hornets | 59   | 37   |
| 2.  | Tool Room     | 56   | 40   |
| 3.  | Thirsty Five  | 56   | 40   |
| 4.  | Maintenance   | 52   | 44   |
| 5.  | Argus Q.C.    | 51   | 45   |
| 6.  | Bud Twining   |      |      |
|     | Service       | 51   | 45   |
| 7.  | Scrubs        | 48.5 | 47.5 |
| 8.  | Tabs          | 46.5 | 49.5 |
| 9.  | Lions         | 45   | 51   |
| 10. | Braves        | 44   | 52   |
| 11. | Renegades     | 43.5 | 52.5 |
| 12. | Atomic Five   | 43   | 53   |
| 13. | High Ballers  | 43   | 53   |
| 14. | Forty Niners  | 33.5 | 62.5 |

## LADIES' BOWLING LEAGUE STANDING SO FAR THIS YEAR

|      |                                   | won | Lost |
|------|-----------------------------------|-----|------|
| 1.   | Snap Shots                        | 68  | 24   |
| 2.   | Shutter Bugs                      | 60  | 32   |
| 3.   | Lucky Strikes                     | 59  | 33   |
|      | Keyliners                         | 36  | 56   |
| 5.   | Argusettes                        | 36  | 56   |
|      | Flashes                           | 17  | 75   |
| nıg  | hest Individual Ga<br>Peggy Crump |     |      |
| 2nd  | High Individual (                 |     |      |
| Liid | Inez Flint                        |     |      |
| Hig  | h Individual Serie                |     |      |
|      | Marilyn Jaeger                    |     | 531  |
|      |                                   |     |      |

| 2nd Individual Series (Actual)<br>Inez Flint | 513 |
|--|-----|
| High Team Game (Actual) Lucky Strikes        | 788 |
| 2nd Team Game (Actual)<br>Snap Shots         | 758 |
| High Team Series (Actual)                    |     |

| High Team Series (Actual) |      |
|---------------------------|------|
| Lucky Strikes             | 2211 |
| 2nd Team Series (Actual)  |      |
| Snap Shots                | 2153 |
|                           |      |
| Most Strikes in a Row     |      |

|      |                                | -  |
|------|--------------------------------|----|
| Most | Spares in a Row<br>Peggy Crump | 10 |
|      | ressy cramp                    | 10 |

Inez Flint ..... 6

#### Won Lost 1. Lucky Strikes 68 24 2. Five Stars 57 35 3. Niners 47 45 4. Dixie Five 51 41 5. Five Spares 39 53 6. Ten Pins

| BO      | WLING HO   | ONOR ROLL   |  |
|---------|--|-------------|--|
|         | Me   | <u>en</u>   |  |
|         |  | Single Game |  |
| J. Fra  | ser  | 276         |  |
| G. Boo  | ck   | 269         |  |
| J. Mia  |  | 251         |  |
| L. Sch  | wanbeck  | 246         |  |
| R. Ros  | ssbach   | 244         |  |
| R. Sea  | lscott   | 236         |  |
| D. Cru  | ımp  | 235         |  |
|         |  | Series      |  |
| J. Fra  | ser  | 650         |  |
| C. Rei  | ner  | 631         |  |
| G. Boo  |  | 623         |  |
| R. Sea  | lscott   | 619         |  |
| K. Cro  | off  | 610         |  |
|         | Won  | nen         |  |
|         |  | Single Game |  |
| P. Cru  |  | 212         |  |
| I. Flin | 57   | 210         |  |
| G. Bet  |  | 199         |  |
| B. Gar  | dner   | 196         |  |
| L. Rus  | seau   | 194         |  |
|         |  | Series      |  |
| M. Jae  |  | 531         |  |
| I. Flin |  | 513         |  |
| B. Gar  | A CONTRACTOR OF THE PARTY OF TH | 505         |  |

#### WOMEN'S CRIBBAGE WINNERS

| Beulah Newman | 1st | \$15.00 |
|---------------|-----|---------|
| Wilma Simmons | 2nd | 10.00   |
| Edna Racicot  | 3rd | 5.00    |

#### MEN'S CRIBBAGE WINNERS

| John Borgerson | 1st | \$15.00 |
|----------------|-----|---------|
| Gene Rossback  | 2nd | 10.00   |
| John Sartori   | 3rd | 5.00    |

GOLFERS—Now is the time to organize the golf league. Watch bulletin boards for information.

<u>argus eyes</u>

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

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

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

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#### THIRTEEN ARGUSITES CELEBRATE YEARS

#### OF SERVICE....



Congratulations!



HARRY KAUFMAN Maintenance 15 years



EDNA KAPPLER Cleaning & Inspection 15 years



WILLIAM FRASER Tool Room 15 years



DELIA PITTMAN Camera Assembly 15 years



ROB WILSON Advertising 5 years



ROBERT M. SEALSCOTT Cam. Assbly, 5 yrs.



ERNEST I. SCHNEEBERGER Timekeeping, 5 yrs.



GEORGE NAVARRE Screw Machine 5 years



RICHARD LEGGETT Gen. Manufacturing 5 years



JEROME H. DUNN Receiving 5 years



COLONIEL BLACKBURN EDWARD A. DOMKE Receiving 5 years



Cleaning & Cementing 5 years



EDWARD E, SAYER Service 5 years

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