

Volume 16 No. 12

argus eyes

Dec.-Jan. 1959-60

Talking About Argus



... with
Clint Harris

We are now entering a new year. I believe that it can be a good year for Argus. While 1959 was unquestionably a difficult year, we were able to plant the seeds of progress and improvement.

In 1960 we will have the benefit of the most challenging and progressive marketing program in our history. We expect to increase the value of the Argus line to our dealers by supporting our products with strong advertising and promotions as well as fundamentally new commercial policies.

Most important of all, we will have a number of exciting new products. Our two "electric eye" cameras, the Autronic 35 and the Cinetronic motion picture camera, are going to do a great deal to put Argus back into a top competitive position. Our coming new line of improved motion picture projectors will be second to none in the industry.

We introduced the Autronic 35 to the trade press on January 7. This product was enthusiastically received. These people see a great many new products and tend to be highly critical. They could find no fault with the Autronic 35. They agreed that it was a far better value than any of the existing competitive products. This camera is genuinely new and exciting.

It is the strength that comes from products like the Autronic 35 and our other new products for 1960 that will permit us to rebuild our trade position. It is this product leadership that permits us to strengthen our commercial policies and obtain real support from our dealers.

It should be obvious that our big task for 1960 is to produce these new products on schedule. I know that we are going to do this and that 1960 will be a good year—a year of real progress and recovery.

CLINT HARRIS ANNOUNCES NEW PLAN FOR SMALL- GROUP MEETINGS

Argus President, Clinton Harris, has just announced a new idea which will add to the opportunities for exchange of views and information between employees and management. At least once each month, Mr. Harris will invite a small group of employees to join him for coffee and doughnuts and an hour or so of informal conversation in the President's Conference Room. Each person invited will be from a different department, but the group will share a common area of work interest.

According to Mr. Harris, "One of the difficulties in management is the lack of time and opportunity to chat personally with employees about matters of mutual interest. I hope these small informal group meetings will fill this need. I know it will help me to hear how people feel about our current affairs, and it may be interesting for employees to be able to get any desired information directly from me."

These informal gatherings will not replace the regular quarterly employee meetings, Mr. Harris said. "But there will be much more opportunity for a two-way flow of conversation in the smaller groups," he pointed out.

Guests at the meetings will be invited to ask questions or express opinions about any Argus or Sylvania matters except, of course, personal discussions.

ALL EMPLOYEES MAY READ SUMMARY OF CONVERSATIONS

Invitations will go to different people for each meeting, and eventually everyone will participate. Meanwhile, all Argus people will be able to "sit in" with each group through a detailed report of the conversations prepared by Isabelle Nash who will also be hostess at the breakfast gatherings. The summary will be placed in the cafeteria for the information of all employees, within one week of each meeting.

Invitations for the first get-together will be sent out by Mr. Harris at the end of January.

GOOD HOUSEKEEPING IS A HABIT

Good housekeeping in the Argus plant and offices is an important concern of our safety people and industrial engineers. But when you come right down to it, good housekeeping really begins with each and every one of us as individuals.

First of all, good housekeeping is a habit, and what's more it's a way of living. Just like brushing our teeth, going to bed at a certain hour, and keeping our own home neat and tidy is a habit, so is maintaining the safe, orderly condition of our own work area a habit.

Other people judge us by first appearances. Take your car for example—suppose you offered to drive



Does Your Work Area Resemble This?

a friend home from work and the inside of your car was dusty, windows grimy, and cigarette butts all over the floor. Well, he might not refuse the ride but he's likely to leave with an uncomplimentary opinion of your habits. It's little things that people notice, and it's the little things we do by which we're admired and respected. The fellow who keeps the area around his machine clean and orderly and the girl whose desk is free of candy and gum wrappers are usually the kind of people others admire. And it's the orderly folks



At Least They Came Close to the
Waste Receptacle

who seem to be the most efficient in their jobs.

Good housekeeping is not merely a job for the clean-up squad, or the janitors, but is a job for all of us all of the time. If each of us acts as a committee of one to police our work area, great improvements in housekeeping will soon be noticeable. So, look around your department to see if there are any messy areas that detract from the appearance or the safety of your surroundings. After all, you spend eight hours a day at work, so it is well worth the effort to keep your work area neat and pleasant. If you can do something to improve the housekeeping of your department it will be appreciated by all who work with you. If you see a needed improvement that is beyond your control, your supervisor will appreciate your suggestions and will follow through. Let's strive for a cleaner plant in 1960!

EDMUND G. CHARTIER HEADS MANUFACTURING ENGINEERING FUNCTION



Ted Chartier

On November 16, Edmund G. Chartier joined the Argus Cameras Division as Manufacturing Engineering Manager. In this capacity he heads up our manufacturing engineering function including engineering design, production engineering, and tool engineering. He has engineering responsibility for all new products through the prototype stage through the first successful production runs. In addition he is in charge of all modifications and engineering problems connected with our existing products.

Mr. Chartier brings to Argus a broad and varied experience in all areas of engineering. He has become recognized as a gear expert and at present he is collaborating in the writing of a gear book for McGraw-Hill.

The Voices of Argus

SWITCHBOARD GIRLS ALWAYS ANSWER WITH A SMILE



LONDON, TOKYO, BERLIN ARE ONLY MINUTES AWAY

Alice Jones and Dolores Fischer operate the main switchboard and fill in as receptionists at Argus. We've all heard their pleasant voices over the public address system, and most of us have talked to them at one time or another—but for the life of us can we tell anyone what they really do or how they feel about their jobs? Since the PBX at Argus is our main source of contact with the outside world, handling a great variety of calls ranging from emergency messages for employees to long distance communications with Japan, it is easy to see what happens on the PBX affects us all.

What does PBX stand for? It means Public Business Exchange. Ours is a two-position board and is capable of handling 25 calls at one time. Connections can be made on any of these incoming calls to the 371 phones at Argus. We have three trunk lines for long distance and two direct lines to Detroit. A record is kept of all long distance calls, and toll tickets are made out for accounting.

Alice Jones, who has been with us for almost two years, says she likes her job here because the people she works with are so nice and friendly. She especially appreciated the understanding and patience she was given when she first came to work at Argus.

Dolores Fischer joined us about 5 months ago. She enjoys the adventure of meeting new people and

helping the amiable folks at Argus. However, her interest in engaging in long phone conversations at home has waned since she has made the switchboard a part of her daily routine.

Both Alice and Dolores receive and place frequent calls to far-away places, such as Germany or Japan. They say the most interesting calls come from Mexico where they have to talk to the operator through an interpreter. The gals get to be pretty good judges of how business is going by the number of calls Argus receives from distributors and salesmen. October, and especially November, seem to be their most active months on the switchboard as sales boom in anticipation of Christmas.

Never a dull moment for the girls with the golden voices! Their biggest laugh comes from the people who call and say they are at the corner of 4th (Ave. not St.) & William, "There's only a funeral parlor here...where do I get my camera fixed?"

About the Cover

The sparkling snow scene was captured by Jan Gala at Ann Arbor's Island Park.

Argus Camera Found on Beach Becomes Important Scientific Tool

(The following article was sent in by Bill Weeden, Argus Regional Sales Manager, who read it in a Pennsylvania newspaper.)

Erwin Mueller, Research Professor of Physics at State College University, was vacationing early in the spring of 1954 on a small island just off the coast of South Carolina. Strolling along the beach, just enjoying the loneliness of it all, his eyes caught sight of an object being washed by the waves. He didn't know it at the time, but this object was to play an important part in science. From a castaway camera on a sandy beach it became one of the most important cameras in the field of science.

TWO YEARS IN THE SCRAP HEAP

Upon picking it up and finding it filled with sand, Mr. Mueller decided it had been in the water for about 12 hours, and leisurely began to clean it using his pen knife and a screwdriver. However, he did not complete the cleaning task at the time, and when it was not claimed by anyone, he tossed it in a corner of his garage where it spent the next two years.

Mr. Mueller had been thinking about photographing the atom for about 20 years, and had bought a "souped up" high quality British lens and planned to fit the lens in a suitable camera body. But for some reason this good camera was hard to find.

READY FOR SCIENTIFIC ACTION

Casting around in his mind for a solution to this problem, he remembered the camera in the corner of his garage. Assisted by an ingenious technician friend, the lens was fitted into the old camera. With this glorified Argus they were able to photograph the atom. The photograph was taken through the only microscope in the world able to bring the atom to human sight. An Argus camera played an important part in the development of this piece of equipment that is so important to the world of science.

WATCH for the "New Look"

This is the last issue of our news-magazine, Argus Eyes. The next Argus publication you will receive will introduce a new look, new broader coverage, and we hope will prove to be even more interesting and valuable to all Argus people.

The new publication will be in tabloid newspaper size, and will have the versatility of a newspaper in that it will include more timely news stories along with interpretive features about the company, and personal news of employee activities. Every effort will be made to keep you up to date on all matters of interest at Argus, Sylvania and General Telephone.

A meeting of reporters will be announced soon to discuss details of the new Argus newspaper, and to arrange for complete coverage of all the news.

THREE ARGUS EMPLOYEES RETIRE AT YEAR-END

The close of 1959 marked an end to the daily routine of reporting for work for three Argus employees. As others lined up to punch the time clock for the first time in 1960, we missed the cheerful faces of Delbert Cooper—Salvage; Merle Myers—Machine Shop; and Charles Kircher—Personnel.



Fellow-Employees Wish Delbert Cooper Future Happiness With Farewell Party in Argus Cafeteria.

We asked the retirees what their future plans were and received the usual reply, "I'm going to do a lot of traveling. There are a lot of places I have yet to see." And to be sure Merle is properly prepared, his co-workers gave him a beautiful matched set of luggage as a farewell gift. We understand he is already making plans to pack his light-weight clothing and head for the southern states. Delbert is a little more conservative concerning his travel plans at present, since he wants to be certain his wife, Eleda, makes the daily trip from Ypsilanti to Argus' Paint Shop—and it isn't always easy during the winter months. He does plan to visit several interesting spots, however, and pay overdue calls on relatives and friends.

Of course, no need to tell you of Charlie's plans. He will be puttering around at odd jobs this winter as usual, painting and decorating, doing repair work, etc. Of course his summer hobby is landscaping and caretaking, and we know he has many projects in mind. Over the past years our recreation area at Independence Lake has become more beautiful and enjoyable as a result of his diligent efforts.

Lots of luck to all of you, and please drop in to see us from time to time and keep us informed of your interesting experiences.

GENERAL TELEPHONE & ELECTRONICS CORPORATION REVENUES OVER \$1,000,000,000

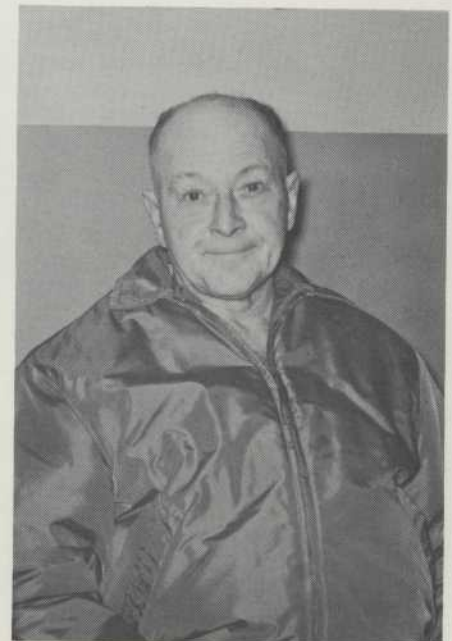
General Telephone & Electronics Corporation revenues passed the billion dollar mark for the first time in any 12-month period, it has been announced by Donald C. Power, Chairman and Chief Executive Officer of GT&E.

Including Sylvania, for all periods and comparisons for the 12 months ended Sept. 30, System Revenues amounted to \$1.016 billion, an increase of \$155.3 million over the same period last year and \$131.2 million over the revenues for 1958.

Telephone revenues amounted to \$363.4 million, an increase of \$52 million over the same period last year. Net sales of manufacturing companies (including Sylvania) amounted to \$653.3 million, an increase of \$103.3 million.

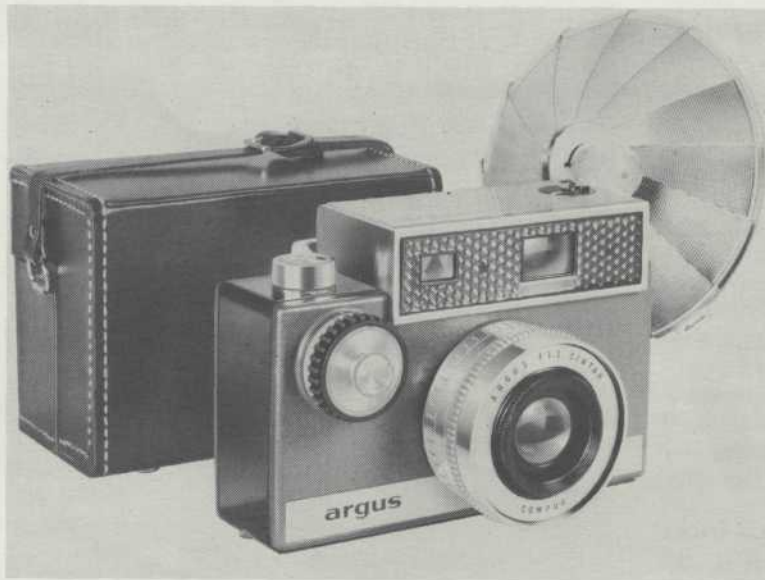


Merle Myers Plans to Travel to the Seven States He Has Not Yet Seen.



Charles Kircher Tells of Many Projects He Has Lined Up For the Future.

ARGUS STARTS THE NEW YEAR



AUTRONIC 35—With this advanced feature color slide camera, Argus jumps right to the top of the competitive situation in the 35mm electric-eye field. The Autronic not only offers completely automatic, electronic exposure control, but also a complete list of other features that top our competition for customer value.

For instance, this is the only 35mm electric-eye model with a rangefinder. It is also the only one with a complete range of shutter speeds (up to 1/500th) which can be pre-selected to handle special photographic situa-

tions. Of course, the beginner need only select "scenes" or "action" and the electric-eye does the rest to provide a perfect exposure.

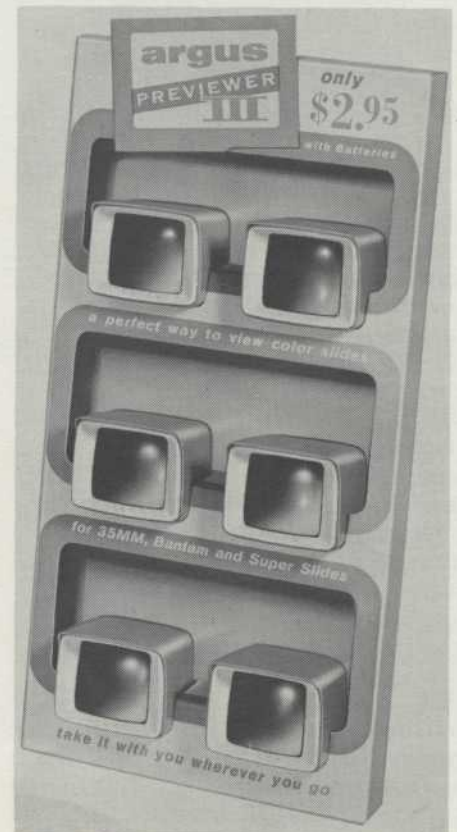
Many other competitive superiorities are built-in, including special features in rapid wind, exposure release, flash exposure calculation, rapid rewind, etc. Even the Autronic 35 carrying case is new and has special features. This newest Argus camera has a list price of only \$79.95, or \$99.95 complete with case and folding flash.



PREVIEWERS III AND IV—Two new PreViewers manufactured for us by the Sylvania Parts Division will keep Argus ahead in this product which Argus pioneered.

Biggest news is the all new Pre-Viewer III with a list price of only \$2.95 for a high quality, guaranteed viewer. It does an excellent job of showing 35mm or super slides either horizontally or vertically...is available in a choice of turquoise, tangerine or charcoal gray.

The new Pre-Viewer IV is similar to the Pre-Viewer II which it replaces...shows a brilliant enlarged picture to several people at once...has new two-tone blue color...list price \$7.95.



CHILDREN'S CHRISTMAS PARTY-A "HOWLING" SUCCESS



SALES REPORT



by J. J. Riggs
Vice-President —
Marketing

I have just returned from a three-day Argus national sales meeting, and to say that I am enthused about our 1960 plans is putting it mildly.

This was a working session designed to show our field sales force our new program and new products and prepare them to turn this ammunition into orders. The theme of the program was, "Let's make competition in 1960...not meet it." The response to our new Autronic 35, new promotion plans, and new dealer policies was that we will indeed start to make competition this year.

The most important 1960 plan announced was an all new "Selected Argus Dealer" policy which will reshape the make-up of our retail distribution organization. Under this policy we will choose to do business only with dealers who meet a number of good business standards and who show by their actions that they really want to stand behind the Argus name and Argus products.

We know that this policy will result in fewer dealers, but it should also mean more sales because we will be concentrating our efforts where they will have the most results.

One aspect of this program will be reasonable control of advertised retail price. We believe this will eliminate the damaging effects we have suffered from loss-leader and misleading price advertising in large cities in recent years.

Another major program presented at the meeting is the Argus Winter Color Sale. This is a promotional plan designed to help our dealers turn a normally quiet selling period into a period of real action...just as the January White Sales help dealers sell sheets, pillow cases, towels, etc. A four-color ad in the magazine section of major metropolitan newspapers on Sunday, Jan-

Tax-Planning Advice for Cash Savings

We have received from the American Institute of Certified Public Accountants some beneficial tax-planning advice for all employees at Argus. Family record-keeping of all expenditures ranks with shovelling snow as being one of the chores we'd like to avoid. However, carefully prepared family records can pay off in dividends...tax refund dividends. But to take advantage of any of the many legitimate tax deductions we are allowed, we must have adequate records. Below are listed some of our tax deductible expenses for which we should keep monthly records.

Medical and Dental Expenses in excess of 3 per cent of our adjusted gross income are deductible. These expenses not only include doctor and dentist bills, but also such things as X-rays, hearing aids, and hospitalization insurance premiums. (Hospitalization insurance at Argus is completely paid for by the Company, so this of course is not an expense.) It's best to pay all your bills by check so that you have a record of how much you spent. Medical bills have a way of hitting hard and fast. A valuable deduction may be lost simply because you cannot tell how much you have paid to various doctors and dentists. And remember, every \$5 you deduct will put a dollar or more back into your pocket. So keep a monthly record of all medical and dental expenses, assume your bills will be high for the year and you will need a record for a deduction; save all cancelled checks in case the Internal Revenue Service should ask for them.

Drugs and Medicine in excess of 1 per cent of your adjusted gross income can be deducted. Toothpaste, cosmetics, and toiletries can't be included. Neither can vitamins, iron supplements, or other formulas taken to preserve your general health. However, many patented drugs and medicines will allow a deductible expense. Such things as headache and cold remedies, lotions to heal cuts and bruises, and of course all doctor's prescriptions count toward your deduction.

Charitable Contributions—Under the federal tax law you are allowed a very liberal deduction for charitable giving. You can best answer whether or not the amount you give warrants a tally, but if you are generous there are some things you should consider. Your deductions can go as high as 20 per cent and even up to 30 per cent of your adjusted gross income. Gifts to charity other than cash are also deductible.

State and Local Taxes are deductible items. The Internal Revenue Service allows you to make a reasonable estimate. Of course, on unusually large purchases like a new car, it is best to show the bills. Keeping these records is again easy if done on a monthly basis.

Other Considerations—Interest on your mortgage or loan is a deductible expense. And if you contribute to the support of a relative, it may be advantageous to list your contributions each month. Whether you think you will be able to claim a dependency exemption or not, list the expenses just in case. For further information check the booklet you receive with your tax return.

Well, that's it...have a happy April 15th.

uary 31, will spearhead this sale. Dealers will follow-up with a concentration of similar ads, and Winter Color Sale display material and bargains will be featured throughout the photographic sections of participating dealers' stores.

After seeing our entire home of-

fice marketing group and field sales force preparing for 1960, I feel confident in saying that you can count on everyone involved with sales to do everything possible to move the maximum number of Argus products this year at the minimum sales cost.



HERMANS TWINS

Born November 15

JOY ELIZABETH - Wt. 6 lbs. 8 ozs.

JANICE ANN - Wt. 6 lbs. 10 ozs.

Father is Tom Heermans, Engineering



STEINER TWINS

Born October 4

PATRICK - Weighed 4 lbs. 11 1/2 ozs.

MICHAEL - Weighed 4 lbs. 12 ozs.

Mother - Joann Steiner, Camera Assembly



TERRY KEVIN RAYMOND

Born September 17

Weighed 7 lbs. 15 ozs.

Father - Bill Raymond, Tool Room



ARNST CHILDREN

PATTY (3 yrs.), LORI (4 mos.),

KATHY (4 yrs.)

Father - Ron Arnst - Tool Room

RONALD QUINTIN BRADMAN

Born December 23

Weighed 7 lbs. 1 oz.

Mother - Donna Bradman, C3 Line

Father - Dick Bradman, formerly worked in Grinding

KEVIN DOUGLAS HALE

Born November 17

Weighed 6 lbs. 8 1/2 ozs.

Mother - Alice Hale, formerly of Sales



Betty Cline, President Projector Assembly, baked this replica of the "President" for their department Christmas party. It is complete in every detail—and entirely edible except for the winding knobs.

Wedding Bells

NORDLING-BENNETT WEDDING TAKES PLACE IN UPPER PENINSULA

Miss Judith Irene Nordling, a secretary employed at the University of Michigan, and Joseph Dexter Bennett, Jr., Argus' Co-ordinator of Systems and Procedures, spoke their wedding vows on Saturday, January 2, in the First Baptist Church, Ironwood. The bride is the daughter of Mr. and Mrs. James K. Nordling of Ironwood, and the bridegroom is the son of Mrs. Joseph D. Bennett of Ann Arbor and the late Mr. Bennett.

Mrs. Reggie Rasner of Millard, Nebraska, was matron of honor and Miss Mary Louise Westerberg of Ironwood was bridesmaid. Stephen T. Bennett, brother of the bridegroom, was best man and James K. Nordling, Jr., of Ironwood, brother of the bride, was the usher.

After spending their honeymoon in the north on a skiing trip, they will make their home on Washington Street in Ann Arbor.

LIEBISCH-RIDDLE VOWS SPOKEN

Charlotte A. Liebisch, Accounting, was married to William P. Riddle on December 19 in Rochester, Mich. A reception followed at the home of her daughter. The couple plan to live at Whitmore Lake. Congratulations and best wishes, Anne and Bill.



"President" Projector Cake

"Midge" Dodgins Honored at Shower by Fellow-Employees in Camera Assembly.



BOWLING NEWS

LADIES' BOWLING LEAGUE STANDINGS

	<u>Won</u>	<u>Lost</u>
1. Lucky Strikes	39	25
2. Argusettes	37	27
3. Shutter Bugs	35	29
4. Zeininger Market	29	35
5. Struggling Five	27	37
6. Scatter Pins	25	39

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

Most Strikes In A Row - Evelyn Geiger - 5
 Most Spares In A Row - Charlene Hasler - 6

MEN'S BOWLING LEAGUE STANDINGS

	<u>Won</u>	<u>Lost</u>
1. Green Hornets	38	22
2. Argus Q. C.	37	23
3. Bud Twining Service	35	25
4. McDonald's Drive-In	31.5	28.5
5. Screw Machine	30.5	29.5
6. Atomic Five	30	30
7. Renegades	27	33
8. Hi-Liters	27	33
9. Lions	25	35
10. Shipping	19	41

High Game - Actual - J. Lyons - 245
 High Game - Handicap - R. Arnst - 226 + 27 = 253

High Series - Actual - G. Bock - 636
 High Series - Handicap - J. Jaroszyk - 582 + 75 = 657

High Average - J. Cope - 175

EMPLOYEE STORE CLERK GOES ALL-OUT FOR ARGUS



Wilma Simmons, formerly the Argus Employee Store's Clerk, was so "sold" on Argus products she decided to go into business for herself. As a result, she has opened a small camera shop in her home town at Hyannis, Mass. Argus equipment is "the feature" in this store, and "Willie" reports it is really catching on, since she is the only dealer in her area handling Argus. "The one thing that pleases me is having my customers return," was her comment when asked how she was doing. Lots of luck, "Willie".



Have You Signed for the Argus Mixed Doubles?

The Argus Recreation Club will hold its first mixed doubles bowling tournament of the season on February 7 at Ann Arbor Recreation.

Any Recreation Club member and partner may sign up. The price is \$3.00 per person, which includes bowling fees and prizes. Trophies will be awarded to the man and woman champions. The first three prize winners will receive product prizes (and I understand they are worth trying for), and there will be several additional cash awards for various other accomplishments.

Bowling is scheduled for three shifts, 2:00 P.M., 4:00 P.M., and 6:00 P.M. Sign up early if you have a preference. Any one of the following will be glad to take your name and answer your questions concerning the tournament:

John Miatech - Industrial Engineering
 Don Crump - Quality Control
 Ron Arnst - Tool Room
 George Bock - Tool Room
 Bill Betke - Industrial Engineering

argus eyes

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

REPORTERS: Machine Shop - DOROTHY LIXEY, Purchasing -
EDNA RACICOT, Timekeeping - BETTY SHATTUCK, Maintenance -
TOM WESTFALL, Engineering - KAY WALKER, Manufacturing Engineering -
HECTOR HAAS and CAROLINE BANNAN, Toolroom - BILL FIKE, Accounting -
BEVERLY MARTIN, Service - THELMA BURKE, Suggestion Office - ART PARKER,
Camera Assembly - THRESSEL CONLEY, Sales - LOIS HOWELL, Paint Shop -
ETHEL HUFFMAN, Night Shift - CONRAD GANZ-HORN, Shipping - MARY JANE ALEXANDER.

Feature Writers: Clint Harris,
Don Crump, Andy Argus
Photoprinting: Jan Gala
Photography: 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
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Ann Arbor, Michigan
Permit No. 598



What Does New Social Security Rate Mean To You???

As recently announced on our bulletin boards, effective January 1, the amount of Social Security contributions from both employer and employee have increased from 2-1/2% to 3% of the first \$4800 earned in 1960. As a result, the maximum annual individual contribution will increase from \$120 to \$144. The Company will pay an equal amount.

The increase will cover additional benefits put into effect during the past year, covering Federal Old-Age, Survivors, and Disability Insurance. What does this mean to you?

Over-all Social Security benefits were increased 7%.

Totally disabled persons who are fully covered can now start drawing benefits at age 50.

Wives and children of totally disabled persons are also eligible for benefits.

Monthly payments and a lump sum settlement to your family in case of your death.

In addition, in accordance with the Federal Insurance Contribution Act (Social Security), Sylvania's contribution is also increased from 2 1/2% to 3% for every employee. Last year alone the contribution made to Social Security by the Company amounted to approximately \$3,600,000. With the January 1 increase the additional amount paid by the Company will be in the vicinity of \$7,000,000.

X-RAY UNIT COMING TO ARGUS



On Tuesday and Wednesday, January 26th and 27th, a mobile x-ray unit will be at Argus to offer chest x-rays to the employees of Argus. This service will, of course, be at no cost to employees. We all know how important it is to have a yearly chest x-ray—it takes only a few minutes to be on the safe side and know you do not have tuberculosis.

The mobile unit will operate on a schedule which will cover both the day and evening shifts. Each department will be notified when to report. The mobile unit can take about 1,000 x-rays per day when operating at full capacity. This means that there is very little loss of work time involved.

Funds for these x-rays are provided through the sale of Christmas seals.

00-2-543