

argus eyes

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ARGUS EXECUTIVES

NEW VICE-PRESIDENTS HAVE LONG ARGUS EXPERIENCE

Election of three Argus, Incorporated vice-presidents to fill newly created executive posts was announced January 11, 1949 by the firm's board of directors.

The new officers are Clinton H. Harris, vice-president in charge of engineering and manufacturing; Joseph Clemens, vice-president and treasurer; and Homer Hilton, vice-president in charge of sales and advertising.

Mr. Harris has been with Argus since 1935 and has been director of engineering and manufacturing since 1944.

Mr. Clemens, former secretary-treasurer, has been with the firm for 11 years.

Mr. Hilton joined the staff eight years ago and has been general sales manager since then.



ROBERT D. HOWSE
President

MR. HOWSE APPOINTED TO NAM BOARD OF DIRECTORS

Robert D. Howse, president of Argus, Incorporated has been appointed to the board of directors of the National Association of Manufacturers. He will represent the manufacturing trade group of the National Industrial Council. Mr. Howse was nominated for the board appointment by the National Association of Photographic Manufacturers, which he headed when it was organized in 1946.



CLINTON HARRIS
Vice President

*In Charge of Engineering
and Manufacturing*



HOMER HILTON
Vice President

*In Charge of Sales
and Advertising*



JOSEPH CLEMENS
Vice President
and Treasurer

ARGUS EYES

Argus Eyes is published for the employees of Argus, Incorporated 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.

Sam Schneider of the Photographic Department furnishes pictures, unless they are to be made with a pen or pencil, in which case Marie Barbier is called upon.

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

Air Crash Takes Life of Argus Executive and Wife



Jay H. Leason, Vice-President of Argus, Incorporated, and his wife Florence, were killed on December 27, when their private plane crashed and burned near Chattanooga, Tennessee. The fatal accident was apparently caused by mechanical failure shortly after Mr. and Mrs. Leason, both experienced pilots, took off from Lovell Field.

Mr. Leason joined Argus in 1941 as a management consultant, and was elected Vice-President in 1944. He became a member of the Argus Board of Directors in 1945. He was also Vice-President of Leason & Company, Incorporated, investment bankers in Chicago.

During World War II Mr. Leason played a leading role in directing Argus war production activities. He was also a pilot in the Civil Air Patrol, continuing this service to the time of his death. Throughout the war, he was a leader in Army Air Force recruiting, and still found time to conduct numerous war bond drives.

Mr. Robert D. Howse, President of Argus and close friend of Mr. Leason, said, "The tragic death of Jay Leason and his wife, Florence, has brought grief to all of us. As Vice-President, Mr. Leason was an important factor in the growth of the company to its present position in the photographic industry. Because of Mr. Leason's belief in Argus and his untiring work for the company, we will consider our finest tribute to be redoubled efforts toward achieving the goals which he helped establish."

NOTES

The families of Mr. and Mrs. Jay H. Leason gratefully acknowledge and deeply appreciate your kind expression of sympathy.

"Roy sends his sincere thanks for the beautiful plant, and the good wishes which came with it.

Also thank you for the "Card and Letter Shower." He's had many a chuckle and loves to go over them again and again. His deep appreciation for your kindness.

Sincerely, Rose H. Hiscock"

PRODUCTION BEGINS THIS MONTH ON NEW ARGOFLEX "75" CAMERA

Sales Test Shows Great Popularity Created By Low Price and Outstanding Features

Steady Production Volume Planned to Meet Demand

Argus production lines will start to roll this month on a brand new camera—the Argoflex "75". The new model is a low-priced, simplified 620 reflex, offering photographic features formerly reserved for expensive cameras. Selling at only \$12.95 plus tax, the "75" is a fixed focus camera and will have double-exposure prevention, a one piece all-metal back and bottom, and built-in flash synchronization. The ease of operation these features make possible will appeal to thousands of customers who have very little technical knowledge of photography.

Last fall, several hundred pre-production Argoflex "75's" were sold to average customers in camera stores throughout the country, under the supervision of our salesmen. This test was made to determine consumer acceptance of the new Argus product, and was followed up with a survey among the purchasers. Every report was overwhelmingly encouraging.

Displays of this gleaming black camera with its shining aluminum trim in bright red boxes immediately attracted attention of even casual shoppers. The outstanding features and dollar value made sales quickly. Results of this test indicate the Argoflex "75" may well become the most popular camera ever produced by Argus, and will sell in large quantities under present conditions.

The Argus "Lumar" lens for the new camera, and the special shutter which will operate only after the film has been advanced, will both be manufactured in our own plants. A genuine leather carrying case for the "75" will be produced at our Cheboygan Plant, and will sell at the extremely competitive price of \$2.50. The flash unit will retail for \$3.55 plus tax, and will use a reflector and parts made at the Chelsea Plant. Complete assembly and parts production will be carried on at Plant 1.

Production this month will begin at as high a rate as possible, but will be steadily increased as rapidly as tooling can be completed for the large steady volume which is scheduled.

Recreation Club Notes

The year 1948 has passed and along with it another successful year for the Recreation Club.

During the past year the club sponsored the Spring Dance, a summer outing (with refreshments), and the Fall Frolic. In the athletic field it sponsored the softball, basketball and golf teams. Incidentally, the golf team was just organized in 1948, and took part in the City Recreational Program. The Argus ladies' and men's bowling parties were also given.

A new feature in the line of sports was the First Annual Fishing Contest.

The following notations will enlighten you as to the workings of our finances. In 1948, \$400 was expended for flowers for our sick or bereaved employees, \$766 for athletic equipment and entry fees, \$700 for bowling, golf, and basketball banquets, and \$748 for dances and summer outing.

The planning and responsibility of activities was slightly different this year. The company offered to take over the Christmas Party for Argus children. So it was decided that the Recreation Club would plan to be responsible for social events and activities connected with athletics, together with the bowling banquet, and the company would assume financing the children's Christmas party.

It has been a pleasure and an honor to serve as head of the Club for the past year. I want to thank the officers and members for their time and co-operation in helping to make the past club year a success.

Russ Warren

Red Cross to the Rescue

On first news that a tornado had struck and killed 51 and injured 300 in Warren, Arkansas, January 3, an American Red Cross disaster worker had reported in to temporary Red Cross disaster headquarters in Mayor Jim Hurley's office. Within eighteen hours he had been joined by 15 other disaster relief workers, five nurses and Dr. R. F. Barnes, medical director for the 16-state Midwest Area. Setting up emergency shelters at the YMCA, the American Legion Hut, the court house and city hall, the group was aided by a score of neighbor-chapter representatives, and nurses and doctors recruited by them.

The storm was one that had exploded chain-fashion across sections of Arkansas and Louisiana leaving 59 dead and varying degrees of wreckage in a dozen or more communities. Thundering into Warren at 5:45 p.m., the 15-minute tornado had been followed by fires, forcing survivors to work by torch and candle

light. Torrential rains put out most of the fires except that in the Southern Lumber Co. yard, one of the two employment mainstays in the town.

First outside Red Cross worker on the scene was Jess Majors, general field representative who was at nearby Monticello, Arkansas. He was soon joined by Frank Triplett, disaster chairman of the Jefferson County Chapter, who hurried in by automobile with two other chapter workers from Pine Bluff, and by Charles Dentele, disaster chairman of the Drew County Chapter with headquarters at Monticello.

Triplett, whose small chapter has one of the best disaster relief plans in the middle-west, got his first alert on the tornado from KCLA, Pine Bluff radio station. Triplett immediately dispatched 15 ambulances and all available doctors and nurses from Pine Bluff to Warren, 40 miles to the South.

Meantime, aid was pouring into Warren. Plasma arrived for the use of physicians. The mobile canteen dispatched from Little Rock and manned by volunteers from the Pulaski County Chapter had arrived, and as the night wore on dispensed scores of snacks to people who had just been ready for dinner when the storm broke over them. The same chapter bought medical supplies, sheets, pillow slips and towels, and dispatched them to Warren. National Guardsmen, Boy Scouts, Legionnaires and others worked throughout the night finding the dead and injured, directing dazed townspeople to food and shelter, helping city authorities maintain order, helping set up generators. These last items furnish an interesting sidelight on the quick help afforded Warren. As of January 5, no one had time to find out who sent them or how. All that the grateful victims and rescue workers knew was that generators from El Dorado arrived in a hurry and were set up even faster, vastly relieving the physicians and nurses who, in the first few hours, were treating casualties brought in to the town's two clinics and other buildings.

Four hundred cots and 800 blankets were shipped from the Red Cross Little Rock warehouse.

At Cheyenne, Wyoming, where more than 2,000 travelers were stranded, the chapter provided food and lodging for many who were not train passengers being cared for by the railroad company. The Red Cross arranged for seven motor vehicles, 29 snow buggies and 12 ski troopers from Camp Carson for the National Guard at Cheyenne to search for persons isolated by the blizzard in that vicinity.

Two passenger trains were stranded at Egbert and Hillsboro, Wyoming, and after the second day, with the trains freezing up for lack of fuel, it was possible for the Red Cross at the request of the Union Pacific to arrange for Army planes to fly and drop blankets and K-

ARGUS PROFILES

by H. J. R.



Braatz, Erwin H.

Foreman of Mechanical Maintenance and has been with Argus 11 years, having previously spent 7 years on the road with American Broach demonstrating and setting up their machines. Went to Ann Arbor High School and burnt the midnight oil at the University of Michigan and Detroit night courses in mechanical drawing and engineering.

Emphatically declares that he is 28 years old but states that his two girls, Betty and Beverly, are 15 and 13 years respectively. Spent a lot of his early years traveling over the United States and Mexico and spent nearly two years on a tobacco farm in Lemington, Ontario, helping out retired tobacco farmers. His greatest hobby is trekking north on hunting expeditions yearly and modestly declares that his future plans involve the amassing of great hordes of wealth in the shortest possible time.

NOTICE TO EMPLOYEES

All employees must notify the Personnel Department of any change of address. This information is necessary to insure contact with employees in regard to work in their department as well as with relatives in case of emergency.

Optical Illusions

The girls were happy to hear of the birth of a son (Steven Craig) to Mr. and Mrs. Marty Watson of Jackson. The new mama is the former Alyce Miresse of Optical.

A near tragedy happened last week when Esther W. fell while taking down clothes. Her legs sure took a banging up—and from all other reports so did the ceiling—!

In the past few weeks a lot of familiar faces are returning to Optical including, Gertrude H. Edna B., Betty R., Dorothy B., Dorothy M., Ruth S., Catherine S., Barbara H., Ann A., and Bessie C. Hope they'll stay awhile.

Looks like Mary G. has left us for good. She took a job with the U. of M. in one of their new dormitories.

The girls in Optical would like to thank the company for the turkeys at Christmas. We're sure that they were enjoyed by all.

Congratulations to Mr. and Mrs. John Potoky on their wedding of November 26. Mrs. Potoky is Mildred M. of Optical.

Darrell Sheetz spent the Christmas holidays with his mother Ruth S. He is now stationed at the U.S.A. Tank Corp, Medical Center in Washington, D.C.

It was so very nice to see Helen Strickland and son Stevie. Come in again soon Helen.

IN MEMORIAM

We deeply regret the death of Harry Kempf, Jr.

We extend our sincere sympathy to his family.



Dudley Scholten, formerly assistant secretary and general counsel, has been appointed secretary by the firm's board of directors. Mr. Scholten has been with Argus three years.

Are You
A Member?
Argus Recreation Club
Enroll Today

SERVICE CHRISTMAS PARTY



Service Scoops

by Ed Drutchas

It happened a long time ago, way back there in December of 1948, but since it has never appeared in print and there may have been a few people that missed out on details, I would like to dig up that unusual experience of **Jim Rohrbaugh's**. We like to call it "small town boy makes dishwashing a career in the big city." Jim never did get behind that mountain of dishes that is so aptly described in the comics, but we like to think that he came mighty close. You see, I was to send him a most needed check and, although I met with my part of the bargain, the hotel clerk, not bothering to learn that a Mr. Rohrbaugh was a resident of the hotel, returned the check. This produced quite a complicated situation and only after a few frantic long distance 'phone calls to Ann Arbor for financial help did Jim finally lose that awful thought of dishes.

Coming back to work the following week his first words were, "brother, that was the closest I ever came to becoming a hired hand in a restaurant kitchen."

Despite the narrow escape, both Mr. and Mrs. Rohrbaugh had a wonderful time on their short visit in New York.

It's been a sort of tradition for the service department to get together a lively Christmas party each year. This last Christmas of course was no exception. The attendance was almost 100% and to say we had a merry time is really a conservative statement.

Most everyone ordered a big thick juicy steak, prepared like only **Ornsby's** at Dexter can do them. I now truly understand why the service department wants to go back to Dexter on these occasions.

After the steak, dessert, and coffee, the chairs were pushed to the corners and dancing followed.

I've got to mention that this was the most photographic shindig I have attended. The place was alive with eager

photographers bent on getting candid masterpieces with their Argus flash cameras.

INSPECTION

by Helen Breining

Laura and Rube spent Christmas holidays in Lansing with their two grandchildren. What fun. Later they went ice fishing and caught a nice mess of bass.

Leola and Johnny went up north to spend Christmas with Leola's mother and dad. They also went fishing, and Johnny caught thirty-five.

Lester Budlong moved to Brighton and is just about settled in his new home. Only thing that hasn't been settled is which room will be the dark room. Better watch him **Florence**—I have a hunch he's thinking about the laundry room.

Who stopped **Lloyd** on his way to work January 18, and why did he walk up town at noon????? You'll have to get started a little earlier Lloyd.

KATHRYN



Kathryn Pfeifle, who left Argus recently, opening a parting gift from her co-workers, a beautiful blanket.



by Irene Schneider

This is the truth and nothing but—so help me!

It's a federal offense in some cases, but here at Argus **Elizabeth Hugg** has the opportunity of opening other people's mail. She really gets a kick out of it.

Wilmot Gray and her husband celebrated New Year's Eve one week late. They had a big week-end in Flint. All of which proves that a day of any other date will do as well.

There is **someone** in the department who thinks basketball is still a pretty active sport. That person is **Carlos Chapman**, who has had a few work-outs on the court and finds the play strenuous, but satisfying.

Our good friend **Nancy DeFrain** left the department—taking off for Florida soon—but before she left, **Mary Bandrofchak**, **Gene Camelet**, **Jackie Pitcher** and **Irene Schneider** corralled her for a dinner one night at the Allene. After the feed the bunch went over to Mary's to watch the television, 'wrestling matches no less.'

Pat Yek, along with **Barb Galpin**, finds Saline an interesting place. Pat, however, was glad to get back to Ann Arbor after pushing a car for a block only to discover that the rod had gone through the cylinder.

We have theatrics as well as fashion here in the Sales Department. A visiting salesman informs us that our own **Doris Strite** looks very much like the leading lady of Oklahoma—and acts like her too. So if you see Doris going into her dance you will know the cause.

If you see **Doug MacPherson** letting off steam the cause will be the U. of M. basketball team. The game just isn't what it used to be, says Doug.

Change seems to be the order of the day. Speaking of orders, **Georgie Drevdahl** has left the order department and is now wired for sound—the melodious sound of **W. F. A.** and **J. D. P.**

Then, of course there is always the change of fashion. **Gerry Hepner** has been sporting the latest in women's bootery. They're called 'log rollers' and really give that homey touch.

I cast my vote for the 'movie critic for all time'—**Dick Cutting**. He sees all, and knows all—the movies pro and con. Just ask him and see for yourself.

If you're undecided where to dine, just ask **Dorothy Meineke**. She knows what they're serving and why, on just what days, at eating places along Main. A darn good thing to know I'd say.

Time marches on—**Herb Hall** tells me his little son **Scottie** is walking—seems like only yesterday that he told us all about the 'little tax exemption that came to his house.'

"Love's Labors Lost"—or, what hap-

Another Christmas, Another Turkey



Erma Dobozy accepting her Christmas turkey from Jimmy Barker, who is representing the company. Andy Kokinakes giving his approval.

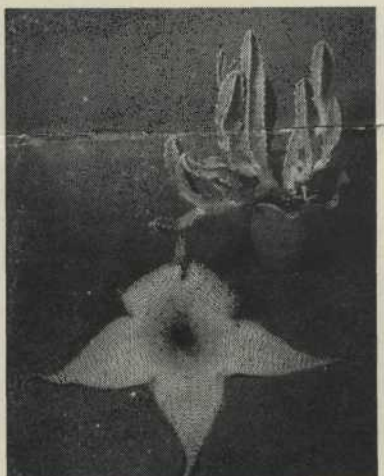
pened to the argyle sock that **Bonnie Bergren** was knitting? Don't worry, she found it, after much ado.

That's all today, folks.

LATE FLASH!

It seems that in the Sales Department all a girl has to do to get a beautiful diamond ring and an impending trip to the altar and Niagara Falls is to possess that name of "Mary."

Our latest lamented losses will occur this late spring when **Marys MacNamara** and **Bandrofchek** will depart to make life worth living for George and Virgie.



This beautiful flowering cactus was the result of the constant care given it by **Gertrude Guy** of the service department.

SPORTS HIGHLIGHTS

Ladies' Bowling

Laura Egeler

	Won	Lost
Hickey's Service	58	22
Tip Tappers	49	31
Schmidt's Beer	48	32
Blue Front	47	33
Atom Busters	44	36
Harley Davidson	41	39
Card and Camera	35	45
Victorettes	35	45
Alley Wrens	34	46
Sales Sirens	34	46
Happy Gang	31	49
Ar-Gals	24	56
High 3 games without handicap		
Hickey's Service	2199	
High 3 games with handicap		
Alley Wrens	2160	
High single team game without handicap		
Hickey's Service	788	
High single team game with handicap		
Allen Wrens	825	
High individual game		
Marion Coats	205	
High individual 3 games		
Marion Coats	493	

ANNIVERSARIES



ELMER PFISTER
Lens Polishing
5 years



MURIEL RAAF
Shipping Department
5 years



LAURA SNERALY
Paint Shop
5 years



CARL BATES
Chelsea Tool Room
5 years

ARGUS TOTS MEET SANTA



I'd like a dolly, Santa



Dale and Donald Nimke



Leslie Schwanbeck



Stanley, Tom, and Frank Piatkowski



Awaiting production of "Enchanted Island"



Laura Belleau



Bill and Tom Dorow



Maurine O'Donnell—Dick Coniway—Butch O'Donnell



Bob Haas—Betty Lyman



Art Weid—George Fisher



Bob McFarland



Yes, I've been a good girl.



Daughters of D. McCormick



Judy Neff—Vickie Boyd—Nancy Gillespie and Jim Boyd



Jim Lowber

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