

argus eyes

Volume 8 No. 2

Ann Arbor, Michigan

February, 1952

Gay Hearts and Happy Smiles at Valentine Dance



Ruth and Deniss O'Hare and
Florence and Jack Hallman



Bill Wetzel - Hilda Metzner
Victor and Hazel Balmer



Marion Rippel - Jim and Evelyn
Meldrum - Bill Rippel

JACK PELTON APPOINTED REGIONAL SALES MANAGER

Jack D. Pelton was recently appointed Regional Sales Manager for Argus.

Pelton will be in charge of sales in Ohio (except the Dayton and Cincinnati trading areas), Western Pennsylvania, and the northwest section of West Virginia.

With Argus four years, he started as Sales Correspondent in 1947 and has been in charge of Market Research and Sales Analysis since 1950.

A graduate of the University of Michigan, he served four years in the

ARGUS PREPARING ACTION DISPLAY FOR PHOTOGRAPHIC CONVENTION AT ST. LOUIS

by Bill Armstrong

The annual Photographic Convention, sponsored by the Master Photo Dealers & Finishers Association will be held in St. Louis, Missouri, March 17 thru' the 21st. The Argus booth promises to be one of the most attractive and attention-getting booths at the Show.

Lens Polishing Featured

Sales and Advertising Departments have been working for several months to develop the theme of the Argus display which will carry the general background used at last years convention in Atlantic City. The center of attraction will be a lens polishing machine in actual operation, under the watchful eye of Jack Danner. Jack will carry out the final polishing operation, including the critical Newton Ring test involving tolerances of millionths of an inch. Displayed around the lens polishing machine will be photographs of the various steps we follow in the grinding, polishing, testing, centering, inspection, cleaning, coating, cementing and assembly of Argus lenses. At each stage of operation shown in the photograph will be actual samples of the lens as it appears at that stage.

Obviously, we are emphasizing the fact that Argus grinds and polishes its own lenses. This fact is important to the thousands of dealers who sell Argus products, as well as to the final purchaser of each Argus Camera or projector. The precision craftsmanship used in the production of each Argus lens component is one very important reason for the present popularity of Argus products.

The purpose of the Annual Photographic Convention is to provide a central place for all dealers, and distributors of photographic products to get together. It affords us, as a company, the opportunity of meeting the dealers who sell our products as

well as photographic dealers who may not presently carry Argus products in stock, to find out, first-hand, their problems and their desires - to display to them the products we manufacture currently and to speak of our future plans as well.

Public Will See Display

One night during the Convention the show will be open to the public. It is expected that this night will find thousands of residents from St. Louis and other nearby communities heading for the Convention Hall. The Argus display has always been the center of tremendous interest on the part of the "camera-conscious public" and this should be even more true this year with the lens polishing operation providing the center of interest.

Three years ago Argus featured the "Match Me For An Argus" button gimmick which was the "hit" promotion idea of the Convention. We have used this idea each year since at the Conventions and it has come to be one of the customs of the Convention. Again this year, Argus will have the "Match Me" buttons. The idea is that everyone visiting the Argus booth is given a button on which appears a number. The visitor wears this button at all times and if he can spot someone else with an Argus button bearing the same number, they both rush to the Argus booth and each matching button-wearer is given a prize of an Argus Camera or Projector.

A Convention is generally thought of as "fun," but it is a constant, grueling job for those who exhibit. Nevertheless, we come away from each Convention with the realization that it is work which has been well worth while. We have made thousands of people conscious of Argus as one of the top names in the Photographic Industry, under the management of progressive-minded men and selling products made by American craftsmen - You and I.

Watch for a complete set of pictures of the Convention in the next issue of "Argus Eyes."

U. S. Air Force as a B-24 pilot during World War II and is a veteran of 32 combat missions with the 8th Air Force in the European Theatre. Pelton is 32 years old, married, and is the father of three children.

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 Rohrbach, Art Parker, Jr., Joe Brahm, and Irving Halman.

ADVERTISING SCHEDULE

1952	March Issue Date	April Issue Date
Life		14
Post		5
Look		May 6
Time	17	14
Newsweek	24	21
New Yorker	29	26
This Week		6
New York Times		13
Chicago Tribune		13
Seattle Times		6
Denver Post		6
Atlanta Const. Journal		6
Modern Photography		May
P.S.A. Journal		May
Photo Dealer	10	10
Photo Developments	1	
Photo Trade News	10	

IN MEMORIAM

Karl Kaschner and
Lewis Olmstead Succumb

Two valued Argus employees
passed away in February.

Karl William Kaschner, a floor inspector in the Polishing Department, has been with Argus twelve years.

Lewis B. Olmstead was a newcomer at Argus. He moved to Ann Arbor last November to accept a position in our Engineering Department.

REVIEWING ARGUS PROGRESS

By Robert E. Lewis

January and February orders have confirmed that dealer inventories of Argus products were low as a result of a good Christmas season. Commercial shipments during January amounted to \$750,000 and orders substantially exceeded that figure. As a result we are again building up a long list of unfilled orders.

Dudley Scholten has just returned from Texas and Louisiana and I have just returned from a trip to New York City. We visited many Argus dealers in those areas and confirmed that our products are in active demand. Most dealers have considerably less than their normal inventory of Argus products.

It is becoming increasingly evident that our strong national advertising of the past two years is bearing fruit. The dealers say that more and more people are asking for ARGUS by name. For your information we have printed the March and April advertising schedule in a box on this page. The schedule for 1952 will be the heaviest concentration of national advertising we have ever undertaken. We expect to have a four color full page advertisement in both LIFE and POST for the Spring market.

Materials Allotments Received

We have received our second quarter allotments for brass and aluminum. They are not as low as we had feared they might be. By the use of brass substitutes, and the brass parts Norm Symons contracted for in Germany, we are hopeful of maintaining a substantial rate of commercial production.

Big Argus Display In St. Louis

The annual photographic show will be held in St. Louis during the week of March 17. We are setting up a four spindle polishing machine which we anticipate will be the largest action display in the show. Jack Danner will operate the machine to demonstrate fine grinding and polishing of optical glass.

We will also have mounted tools to illustrate the various steps in blocking, grinding and polishing of precision optical glass. Our objective in having this display is to bring to the attention of dealers all over the country the fact that Argus has a complete precision optical operation.

Military Production Increasing

Production of parts for our military contracts has been proceeding

at a high rate during recent months and our inventory of government products in process has steadily increased. Our shipments of finished scopes has now become a significant part of our monthly sales. We anticipate a steady increase during the next six months.

We have received a new order for M90 gun sights which starts in April. In order to maintain a steady level of production, we have reduced our current schedule to the level of our new contract.

An initial run of production pilot models of the M19 tank periscope will be completed by the end of February. We expect to make a further small run in March and begin regular production in April, ultimately reaching maximum production this summer.

The size and quantity of M19 castings is expected to cause a crowded condition in several departments, particularly the Machine Shop. We are conscious of this situation and realize the inconvenience it will cause. However, we believe it is to our best interests to make the best of this difficulty during the brief period we expect to have this excessive load in the shop. The Machine Shop has been carrying an unusually heavy load for many months. The magnificent job Chuck Myers and his people in the Machine Shop are doing is a major contribution to the success of our military program.

The Plant II rearrangement is nearing completion. The old blocking room area is now being completely reconditioned to accommodate the Centering Department. Those in Plant I will notice that the painting program is now moving upward in the building. It is hoped that the entire interior of both buildings will be completely repainted by early summer.

We have gained approval from Wage Stabilization to pay the selected non-incentive rate increases requested earlier this year. The 70 minute guarantee however, has not yet been approved. The petition for this improvement in our pay plan was submitted to the Michigan Wage Stabilization Board for their consideration. Approval will be delayed due to the tremendous back log of petitions before the Board. The details of our improved group insurance program will be announced during the next thirty days.

*Argus Hobbies***CLARA DICKINSON CREATES FINE RUGS****1952 RED CROSS DRIVE
UNDERWAY**

The Red Cross Campaign for 1952 started March 1, and will end March 31.

Living in an era of uncertainty, the support of the American Red Cross is an absolute necessity to prepare for any emergency that may occur. The Red Cross stands ready to do at all times the things that are necessary in cases of need and disaster.

The function of the Red Cross is to help families and individuals according to their immediate needs in time of disaster. When such emergency need arises, Red Cross does the work on exactly the same basis for everyone. These services go to members of the Armed Forces, as well as Civilians.

Give what you can. As in former years, your Company will match your contribution dollar for dollar.

**TWELVE ARGUS
EMPLOYEES WIN
SUGGESTION AWARDS IN
LAST TEN WEEKS**

Over the last two and one half months, twelve Argus employees have received a total of \$698.01 in suggestion awards.

The twelve award winners are Joe O'Donnell - \$540.72, Hubert Krasny - \$25, Virgil Boyd - \$21.87, Claude Stoner - \$20, Bernice Moore - \$15.42, Harry Link - \$15, J. Delton Maple, Shirley Yoakam, Edith Talbot, Beverly Bullis, Evelyn Loy and Orviel Harrison all received \$10 awards.

These award winners represent many different departments which is an encouraging trend. All employees of Argus, with the exception of the Company officers and the Suggestion Committee, are eligible to submit suggestions and to receive awards under most circumstances.

The average suggestion at Argus is well thought out, comparing favorably with the best received by any Company that sponsors a similar plan.

Any questions about the Suggestion Plan should be directed to Art Parker, Jr. He can be reached in the Standards and Methods Department or by calling extension 317. Suggestions for improvements or changes of any type should be written out and deposited in the suggestion box.

**ART OF HOOKED RUGS
IS TAUGHT AT
LOCAL SCHOOL**

Hooking rugs is a fascinating fine art. This hobby attracted Clara Dickinson, Paint Shop, many years ago, but her desire to hook a rug was not realized until eighteen months ago, when she entered an evening class. She attends the classes at the Ann Arbor High School one night each week through the semester.

The rug in the right hand side of the photo above was the first that Clara completed. The other rug pictured has been finished since her hobby was displayed. Clara has as many as five rugs in process at one time.

There are only a few requirements for making a hooked rug. You must have a hook, a burlap with a good design, and some woolen rags. You can buy the materials already dyed if you prefer, but Clara says it is more fun to do it yourself. Although not compulsory, she also has a cutting machine. The cutting machine will slit your material into several lengths of any desired width - usually about 1/8 inch wide.

The technique of hooking is very simple. The left hand is held under the burlap with a strip of material held lightly between the forefinger and thumb, holding the fingers close to the burlap. The hook is pushed

through the mesh of the burlap, then you feel for the material between your fingers and pull the end through so that it sticks above the surface of the burlap. The beginning and end of each strip must always be brought to the top of the burlap. You never hook in a straight line, but in an irregular manner. You begin and complete the floral part of the rug and finish with the background.

Any woolen material can be used in hooking rugs, and another type of material such as cotton, silk or yarn should not be mixed in because it lessens the life of the rug. An all wool, well hooked rug, is good for a century. The material can be old or new, light or heavy (the heavier material must be cut extremely fine). Materials which have a diagonal weave, such as tweeds, or those with a pattern, will often produce a more interesting effect when hooked, than plain material.

Any color can be dyed, except black. Plain dying is done according to the directions on the box of dye. In some cases, a strip with a spotted or mottled effect is more desired. This is achieved by spotting a material of one color with two or more dyes of other colors, so it is quite blotchy. Or at times you might want a series of at least four or five graduated tones of one color. This is done by using a very strong to a very weak dye of a particular color. The graduated colors are especially necessary for the petals of flowers.

When the five rugs in process are done, Clara is going to make an oriental design - which will require a great deal of patience and skill.

NEWS OF ARGUS MEN IN SERVICE

P.F.C. ROBERT BARSANTEE JR. SENDS PHOTO REPORT OF HIS LIFE IN JAPAN SINCE LEAVING ARGUS



PVT. WIEDMEYER COMPLETES BASIC TRAINING IN AIR FORCE

Pvt. Alvin Wiedmeyer, formerly of Blocking, has completed his basic training at Lackland Air Force Base, San Antonio, Texas.

Pvt. Wiedmeyer enlisted in the Air Force in December, 1951, and was immediately sent to Texas. He is now en route to Mississippi for reassignment.



ANNIVERSARIES



Helen Mull
Service
5 Years



Harold Sweet
Tool Room
10 Years



Fran Watterworth
First Aid
10 Years



Anna Thorsch
Camera Assembly
10 Years



Charles Cole
Engineering
10 Years



Brice Bennett
Lens Grinding
10 Years

Sports Highlights

GOLF

With the coming of nice weather the thought of golf is again becoming more noticeable in the minds of the employees of Argus.

Last season was the first time that a league had been organized, and resulted in a most successful adventure. Plans for this coming year are again being formulated and we are looking forward to the start of the golfing season. The Argus Recreation Club has agreed to give us the financial aid we need to get the league started.

Last year the committee of Bob Isaacson, Joe Dobransky, and Carlos Chapman did a marvelous job in the handling of the league and it is hoped that we shall enjoy the benefits of their experience again this year.

A notice will be posted in the future so that all of those who are interested in being members will have ample time to make their decisions concerning the formulating of the league and its rules and regulations.

BASKETBALL

Despite a rather mediocre record in the league, the Argus basketball entry has proved that it has no quitters on the squad. Entering a league that they knew was too fast for them, the players have gone out each week and given their level best to come through the victories. Playing against teams that had been playing together with victories for the past few years or against teams composed entirely of University of Michigan players, or against teams composed of former high school stars of the past few years, the Argus quintet has waged terrific battles in all of their encounters. It was asking too much to think that our team would prove title contenders, but they have given their best in all of the games which is all that one can expect from anyone.

In the past few games, the Argus team has shown steady improvement and has thrown a scare into their opponents, but have lacked the necessary punch to chalk up the victory. Even though the team is low in the standings, the efforts of Carlos Chapman have been very commendable. Carlos has proved why he was one of the most feared cagers in his conference when he was a member of the University of Rochester team.

Congratulations to all of the members of the team for giving it all they have in all of their games.

BOWLING

In the past few weeks an aroused Paint Shop team has gone on a rampage, and has now built up a very comfortable six game lead in what was up to this stage of the race a very close and exciting one. Through the first half of the schedule, the Paint Potters found the competition very strong and were battling with the Quality Control and Ten Pin entries for the league lead. However, in the last few weeks the league leaders were able to increase the tempo while the challenging teams fell off the pace, and as a result have dropped so far from the leaders that only a complete collapse of the leaders affords much chance of a new champion being crowned this year. This seems highly improbable when one considers the calibre of bowlers that the team boasts.

In all sports the true mark of a champion is his ability to come through when the chips are down. In the past few years the leaders have proved to everyone in the league that they have an abundance of this characteristic. In many of their games this year the members have found themselves down in marks in the last frames, but have managed to put on that finishing splurge that has brought them close victories in what seemed to be a hopeless task. With the championship practically settled the interest in the concluding weeks will be focused on the battle for the runner-up position and the battle for the other pay-off positions in the league standings.

At the present time the Quality Control entry is lodged in second place and is holding a four game lead over the fading Ten Pin five. The Controllers are maintaining their high team average and must be given the nod for the team to end up in the second pay-off slot. The Ten Pin team has seemed to fold in the stretch drive despite the herculean efforts of Mel Bahnmler to keep his team in the running. These teams are followed by the Tool Room, Planning, and Engine Ears. The surprise team in the last outings has been Joe Jaroszyk's Planning entry. After being mired deep in the second division for the greater part of the schedule the Planners have gone on a winning streak that has carried them up to the challenging position. The injection of Glenn Alt into the lineup has seemed to be the spark that has lifted this entry into the challenging position that it now is holding. Walter Hubbard has also been doing a masterful job by continually bowling many pins over his average.

The remainder of the league is pretty well spread out with the Demons and Confusion Xperts staging quite a fued for the cellar position. The Demons have become dizzy going in and out of the cellar position. The members have been world beaters one week and move up in the standings, and the next week finds them losing four points and forced again to take over the bottom spot. The team is determined to escape the cellar, so the battle waged in this part of the league should also prove very interesting.

In the individual averages of the League, Rube Egeler for the umpteenth consecutive time has cinched the title. Rube is moving along with a very good 176 average, and his only competition has come from his brother Norm, Mel Bahnmler, Don Crump, Ernie Billau, and Jan Gala.

Card Camera Team In Fourth Position of Ladies' League



Pictured above are: Kathryn Pfieffe, Juanita Boyd, Dotte Robbins, Myrtie Coleman, Carrie Behnke, and Norma Jean Cook, Substitute.

NAVY VETS ENJOYING PROJECTOR SENT BY ARGUS EMPLOYEES

"Dear Mr. Pelton,

When we received your wonderful letter, we went right out to the hospital to tell the boys the good news. They were certainly happy about it and started right in to make plans for showing their pictures. Theirs is the only ward with a hobby that I have come across, but they certainly do enjoy their photography.

The boys had their projector when I went over to visit them the other day. They were certainly happy to get it and asked me to thank all of you for your generosity and thoughtfulness. In anticipation, they had taken many lovely color transparencies of the Christmas decorations in their ward, and of the boys opening gifts. Several of the boys have an Argus C3 and Jim Huntington has a C4. He has been in the plastic surgery ward for about a month and a half but is now back in 42 B. He has an endless collection of color slides, and there will be some big times in the ward when the boys show their pictures.

We have a new Argoflex camera, and if I can get some good pictures of the boys, I'll send them to you. I don't know much about using it, but the boys can give me some pointers.

Our most heartfelt thanks to all of you for your generous gift of the projector to ward 42B. They are wonderful boys, and they have given so much. It is encouraging to see them take such a normal active interest in life when they are so handicapped. The projector will add so much more interest to their hobby and make their picture taking even more worthwhile.

My husband and I add our thanks to theirs, and again let me say "God bless you richly for your kindness."

Sincerely,
Elna W. Soderwall"

JUST MARRIED

Marie Nagel, supervisor in Centering, became the bride of Alvin Toney on Saturday, March 1. The new Mr. and Mrs. are honey-mooning in Florida.

The girls in Centering gave Marie a surprise shower before her marriage. The evening was spent playing games. Marie was presented with a lovely Fry Rite Chicken Fryer.



ARGUS CAMERAS, INC.

ANN ARBOR, MICHIGAN

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U. S. POSTAGE
PAID

Ann Arbor, Michigan
Permit No. 598

GIRVAN'S PHOTO CORNER

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

OUTDOOR PICTURES

Black and white films, such as Verichrome, Plus X, and Super XX, have great latitude. By that we mean they will help correct errors in exposure. It is possible to take a series of exposures of the same scene using different lens openings and shutter speeds and end up with acceptable prints. The photo finisher also helps by selecting the proper grade paper for light or dark negatives.

This does not mean that we can set the camera controls anywhere and expect the film and finisher to do the correcting for us, so the attempt should be made to get good exposures. We always hope for more than "acceptable" prints.

Cameras with one shutter speed and one lens opening will give good results if we limit our picture taking to certain lighting conditions. Many people buy expensive cameras and then by setting them like box cameras, they fail to get all of the advantages the many f openings and speeds offer them.

This formula should help get more from these features and so get a greater range of pictures:

There are four Basic Outdoor Light Conditions

- 4 Brilliant Sun -- Black Shadows
- 3 Clouded Sun --- Weak Shadows
- 2 Gray Sun ----- Traces of Shadow
- 1 No Sun ----- No Shadows

There are four Basic Outdoor Subject Conditions

- 4 All Sky -----As over water or beach
- 3 Mostly Sky ---As Landscapes
- 2 Some Sky-----As Average Picture People
- 1 No Sky-----But Not In Shade

All you do is take the Light Guide Number and the Subject Guide Number and multiply them. The result is the f number.

For example:

Brilliant Sun 4 multiplied by Some Sky 2 equals 8. So use f8.

With this formula the shutter is set at 1/50 for Panatomic X, 1/100 for Verichrome, Plus X or Supreme, 1/200 for Super XX.

Perhaps you want to use a different shutter speed, or f opening. Then, for the same "Negative Density" use this formula. If you move to the next higher speed move the f pointer to the next smaller number or vice versa.

As explained in our first issue, with the smallest f number (largest opening) you have a shallow depth of field.

With the largest number (smallest opening) there is a much greater "depth" of field.

Suppose the conditions are, "no sun 1" and "Average Subject 2" with Verichrome or Plus X your answer would be 1/100 at F 2 -- but, you may not have f 2 on your camera. Then remember, 1/100 at f 2 is the same negative density as 1/50 at f 2.8, 1/25 at f 4, and 1/10 at f 5.6.

There is more to outdoor picture taking than exposure. Photo finishers will tell you that fuzzy pictures, caused by camera movement or poor focus is the cause of more poor results than all other factors. So hold the camera steady and make sure of the distance.

Composition, which we will discuss at a later date is also very important and at this point all we will mention is that ordinary care should be used in checking to see if the background has any distracting objects in it or if the fence post is sticking out of the subject's head.