

# REVIEWING ARGUS PROGRESS

—by Robert E. Lewis

## SALES

With the end of the fiscal year, approaching we are encouraged by the continued increase in sales of our products. Most of you probably already know about the scheduled increase for the C-4 camera. Sales of this camera have been beyond our expectations for the past several months, and further increases are limited only by the supply of certain parts. C-3 sales also have made a sudden spurt which makes up for less-than-anticipated sales during earlier months of this year.

With the steady showing of our other products, we will finish our fiscal year at the end of July with the largest commercial sales volume in our history. The only cloud in this picture is the drop in government business which will make total sales for the year a little under 1954.

## PROFIT-SHARING-DISTRIBUTION

Although profits can only be estimated at this point, it appears that the company's profit-sharing distribution will approximate \$3 for every \$1 invested this year. This is in spite of the fact that there was a 30% increase in membership in the Fund this year, making a total of 522 members who will share the company contribution.

## ADVERTISING

My recent trip to the West Coast substantiated our belief that the Argus name is becoming more and more popular in the photographic buyer's mind. Much of this can be attributed to the fact that we have conducted a strong national advertising campaign for the past several years, a technique which is now being copied by more and more of our competitors.

Probably many of you saw our 2-page summer spread in LIFE recently in which we coined the phrase "Picture the Fun in your Life with an Argus Camera." This theme was repeated in our summer displays which were distributed to our dealers. We, as a manufacturer, do not determine the success of such themes as far as future advertising is concerned, but this may become a common by-line in Argus advertising.

Along a different vein, this issue should reach most of you as you are leaving on your vacations. From what I have heard there will be plenty of traveling by Argus families. Whether you are traveling or not, I want to extend my best wishes for a very happy vacation.

## "Streetcar Named Argus"?



The streetcars in Porto, Portugal seem to be giving us some free advertising.

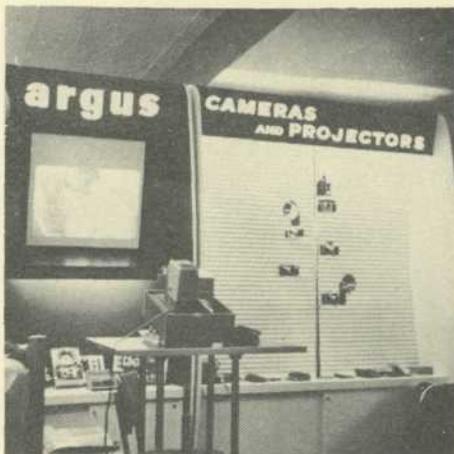
John Gray, a cellist on tour with the Philadelphia Symphony Orchestra, snapped this picture in Portugal with an Argus Super 75.

## Canada Staff



The Canada office sent us this photo. Left to right are Barbara Sutherland, Bookkeeper; Bob Wilson, Service Manager; and Margaret Paterson, Secretary.

## J.C.C. Convention



(Above) The Argus display at the J.C.C. national convention in Atlanta, Georgia.



GEORGE ROSS, Methods and Standards, was promoted from methods and standards engineer to industrial engineer.

SUE RAU, Personnel, was promoted from Personnel file clerk to Personnel records clerk.

## About The Cover

Frank Skoman, Tool Room, took the July cover picture at the Volunteer Firemen's Carnival in East Ann Arbor. Frank used an Argus 40 with settings of 1/100 at f:11.



Ken Geiger, Production Planning, (right front) and his family live at the lake almost every week-end during the summer months.



Rosie Smith, Projector Assembly, (far right) and family park their house trailer in a comfortable spot not too far from the lake.



Virginia Hurst, Timekeeping, (left) sets the picnic table with the help of her sister-in-law.

## ARGUS FAMILIES MAKE CAMP AT INDEPENDENCE



Tom Trumbull, Tool Room, cleans up his "front yard."



Wilma Hague, Production Planning, and her family are newcomers in the group.



Tom and his family need quite a few camp chairs.

Many Argusites often go out to Independence Lake to spend the day. They come in the morning, eat picnic meals, and go back home in the evening.

But a few Argus families just don't bother to go home at night. They stay right at the lake for the whole week-end.

The pictures on this page show most of the Argus families who "camp out" at the lake. House trailers seem to be the favorite living quarters, although the Tom Trumbull's find their tent quite comfortable.

The camping sites seem to have almost all of the facilities of a regular summer home—swimming, fishing, relaxing—but these summer homes are close enough to Ann Arbor to make a vacation spot just a few minutes away. And camping at Independence means a chance to visit with other Argusites and vacation at the same time.

These pictures were taken by Ken Geiger over the July 4th week-end.



Al Kesler, Maintenance, (center) is another of the summer residents of Independence Lake.



# *Fifteen Celebrate Argus Anniversaries*



Cecil Lewis, Service  
10 years



George Braun, Screw Machine  
10 years



Herbert Pfabe, Service  
10 years



Ruth Crandall, Machine Shop  
5 years



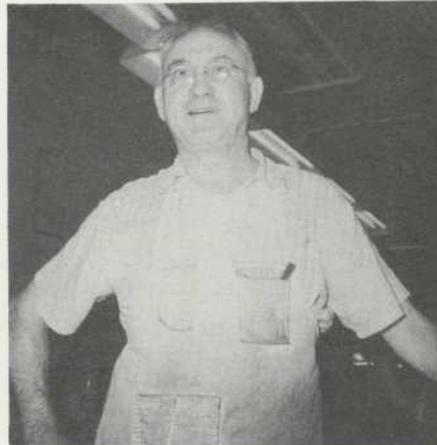
Delbert Cooper, Salvage  
5 years



Ed Blattenberger, Engineering  
5 years



Don Adams, Screw Machine  
5 years



Reuben Koch, Tool Room  
5 years

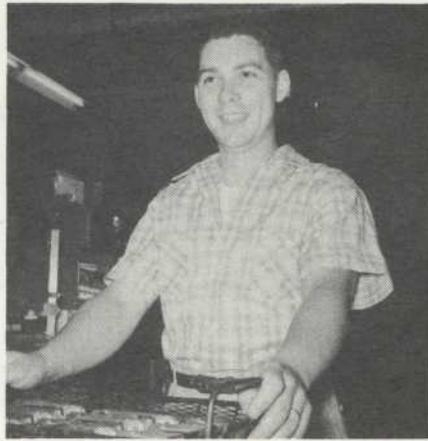


June Van Riper, Camera Assembly  
5 years

# ANNIVERSARIES (Cont'd)



Mary Justice, Paint Shop  
5 years



Russ Widmayer, Machine Shop  
5 years



Charles Murphy, Sales  
5 years



Lloyd Davis, Plant Safety Patrolman  
5 years



Charles Rippel, Engineering  
5 years



Bruce Pester, Engineering  
5 years

## Suggestions Pay Off to Tune of \$648

Ruth Yates, Camera Assembly, received a suggestion award of \$212.75 for suggesting the elimination of the recleaning and selecting the proper side of the front and rear rangefinder lens on the C-3 camera assembly line.

Second largest award last month went to Jim Sieloff, Production Control. The award of \$177.90 was for suggesting the use of the slug from a control ring to make another part used as a cover for the adjustment hole on the C-3 front plate.

Ron Daugherty, Central Packing, received two awards totaling \$174.02. Ron won \$102.13 for suggesting the re-use of the crease pads used by the vendor in the shipping carton for the Super 75 display box for packing the six-pack cartons in Central Packing; and \$71.89 for the suggestion that the 75 lens case cartons be used to pack the C-4 camera.

A \$20 award went to Willhio Kelly, Raw Inspection, for his suggestion that a universal fixture be used for checking compression springs.

Harold Schauer, Shipping, received \$14.15 for suggesting the making of a permanent stencil to be used for export orders.

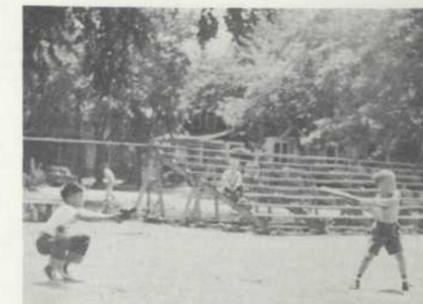
Awards of \$10 went to Orrin Decker, Blocking; Richard Benish, Polishing; Joyce Nicol, Inspection; Audra Stotts, Service; and Dennis O'Hare, Production Control.

June suggestion awards totaled \$648.82.

## Hawaii Bound



Marjie Yokoyama (formerly of Camera Assembly) visited friends in Plant II to say goodbye. Marjie's husband has finished in medical school here and the Yokoyamas are returning to Hawaii.



## *This is How Argus Children Spend the Summer*

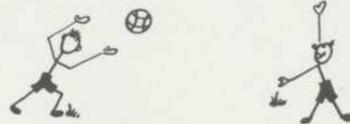
June is that wonderful month for the kids when school is out and the summer fun begins. And the younger members of Argus families are certainly having their share of that fun!

Ann Arbor offers an amazing number of things for its youngsters to do. The Board of Education and the City Park Department have combined their efforts and are sponsoring supervised activities in 11 playgrounds throughout the city, swimming at the pools of Slauson and Tappan Junior High Schools, and wading pools at Burns Park and West Park.



Taking advantage of the swimming pools are Jane and Suzanne Ford (daughters of Margaret, Purchasing); Lynn Bartell, daughter of Walt, Engineering; Dick Meldrum, son of Jim, Engineering; David Pester, son of Bruce, Engineering; Billy Vanden Broek, son of Jan, Engineering; and Marti Seeger, daughter of LeRoy, Engineering.

Activities at the playgrounds are supervised mostly by Ann Arbor High School faculty members. The activities range from arts and crafts to several sports and are planned for children five years of age and over. There is no charge for participation in these activities.



The Junior Department of the Public Library is again having a Summer Reading Club. The children's reading room is open every day.



A bookmobile, which was the gift of the Ann Arbor Kiwanis will visit all of the playgrounds with books for both children and adults. Mr. Ron Dawson will also be visiting the playgrounds with his collection of stories to tell to the younger children.

Although the regular year at Ann Arbor High is over, the school is far from closed for the summer. Lessons in instrumental music are given twice a week. Other classes include modern dancing, ballet, art and theater.



Debbie and Pam Ruzicka, daughters of Bill, Purchasing, are taking lessons in Dance and Theater at Ann Arbor High this summer. Sharron Blattenberger, daughter of Ed, Engineering, is attending the art classes.



Little League baseball is lots of fun for boys during the summer. This year Argus is sponsoring the Bears, a team for nine and ten-year-olds. Rob Howe, son of Maurice, Machine Shop, is a member of the Bears.

Bible Schools, Day Camps, Girl and Boy Scout Camps and YW and YMCA Camps will, of course, be popular with the kids this summer, as will vacations with their families.

4-H Club members are Dickie Fox, son of Marion, Purchasing, who is raising chicks; and Timothy and Karen Clark, children of Don, Machine Shop. Timothy is taking woodcraft and Karen photography.

Jimmy Brinkerhoff, son of Jim, General Factory, is looking forward to a Boy Scout trip through the Upper Peninsula this summer. His sister Jill will be going to YWCA camp for two weeks.

Going to various other camps this summer are Michael Osborne, son of June, Engineering; Kipp Eisile, son of Margaret, Purchasing; Barbara Swaney, daughter of Irene, Inspection, and Jim, Centering; Linda and Laura Hayes, daughters of Mel, Engineering; Bill, Jim and Robby Albertson, sons of Ann, Polishing; James Cobb, son of Agnes, Engineering; and John Hillegonds, son of Clarence, Engineering.



## Reservations Plan Grows Steadily



Betty Bell, secretary to Jim Steel, Advertising Manager, phones Mary for reservations for a business trip that Jim is planning.

If you're going somewhere, especially by plane, Mary Azary (Shipping) is the girl who can write your travel ticket.

Through an arrangement with American Airlines, Argus has been writing its own airline tickets for the past year. Tickets can be written for any airline, but Mary works through American.

Here is the procedure. Let's say that someone at Argus is going on a business trip. His secretary (if he has one) would call Mary in Stationery Stock giving her the date of departure, date of return, and any other information such as approxi-



Mary keeps her Official Airline Guide handy as she talks to "customers."

AIR TRANSPORTATION AND HOTEL RESERVATION (REQUEST  
(CONFIRMATION

FOR: **JAMES STEEL**

BUSINESS TELEPHONE (EXT.) \_\_\_\_\_ HOME PHONE \_\_\_\_\_

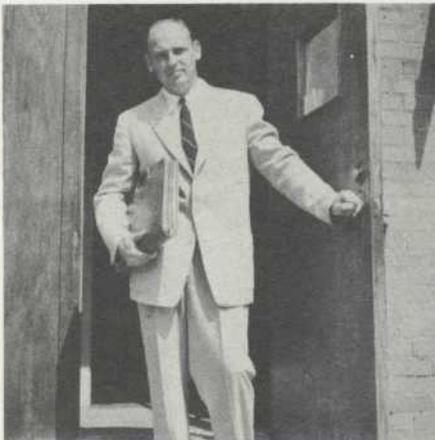
FROM	DEPARTURE	ARRIVAL	DATE	STATUS	VIA	FLIGHT	SINE
DETROIT	2:45 PM	5:50 PM	7/12	OK	AAL	122	DC-6
NEW YORK-LAGUARDIA	6:45 PM	7:50 PM	7/12	OK	AAL	416	CONVAIR
BOSTON	2:00 PM	3:10 PM	7/15	OK	AAL	341	CONVAIR
NEW YORK-LAGUARDIA	3:40 PM	5:05 PM	7/15	OK	AAL	137	DC 6
DETROIT							

HOTEL RESERVATIONS Single  Double \_\_\_\_\_  
 Preferred Hotel: **STATLER** None \_\_\_\_\_ Twin \_\_\_\_\_  
 Length of Stay from **7/12** To **7/14** INCL. \_\_\_\_\_

Is Rented Auto Required at Destination? \_\_\_\_\_  
 If Yes, where? \_\_\_\_\_  
 Arrival at Airport: \_\_\_\_\_ Later at Hotel: \_\_\_\_\_  
 Other instructions: \_\_\_\_\_

Form 200 Oct. 54

This form is filled out by Mary and given to the traveler, along with his tickets.



Jim's travel and hotel reservations made, he is ready to start on his trip.

mate times, type of plane desired, etc.

Mary checks the various plane schedules to see which flight fits in best with the traveler's plans. She calls the airline for that flight and makes the reservation. Then she writes out the ticket and fills out an information sheet, which she gives, with the ticket, to the traveler. This information sheet tells the person the time his plane will leave, the airline, flight number, type of plane, and whether or not a meal will be served during the flight.



Making reservations for Argus people through one person rather than individually has several advantages. Because only one person need have contact with the airlines, we are getting better service. In cases where tickets may be hard to get, Argus would have priority over an individual request. Another advantage is that Mary can write the tickets herself, saving the waiting period which would occur if the airlines had to write the tickets and send them to us.

Although she can write only airline tickets, Mary also makes hotel, railroad, steamship, and foreign flight reservations. As a matter of fact, she can even rent a car for you at your destination!



This service, incidentally, is not only for business trips. Any Argus employee can use the service for any trip he may want to take. So, the next time you go on a vacation, Mary can make your travel reservations, reserve your hotel room and even rent you a car.

# WEDDING BELLS



Ardith Allison Everard

Ardith Allison, Production Engineering, married Robert L. Everard June 11. The Everards honeymooned in the South and through the Smoky Mountains and are now living in Willow Village.

Euvalia Knowlton, Engineering, was wed June 4 to Carl E. White. The ceremony took place in Angola, Indiana. The Whites are now living on Evergreen Drive in Ann Arbor.

Lida Hackbarth, Service, was wed in a double ring ceremony in Angola, Indiana to Max Koeppel. The Koeppels honeymooned in northern Michigan.

Dorothy Laban (formerly of Shipping) and Dave Miller (formerly of Purchasing) were married June 25 in Ypsilanti. Joanne McFarlane, Purchasing, was maid of honor. The Millers are living in Chicago.



Co-workers gave Bernie Merritt a baby shower in Camera Assembly.

# Birthdays



Members of Production Engineering help Carl Rothfuss celebrate his birthday.



Fred Tower cuts his birthday cake in Optical Assembly.

# Ed Blattenbergers Celebrate Silver Anniversary



Mr. and Mrs. Ed Blattenberger celebrated their 25th wedding anniversary June 26. (Ed works in Engineering.) Mr. and Mrs. Dave Blattenberger (son Dave works in Methods and Standards) and Mr. and Mrs. James Wilbur (daughter Joan) held open house for their parents on their anniversary.

Ed and his wife recently returned from a two-week vacation in Florida and New Orleans where Ed, who is an active camera club member, took many color photos.

Carriage trade



Hubert Allen's (Machine Shop) son Darell Wayne weighed in on June 2 at 6 lbs., 14 oz.

Virginia Brumley's (Sales) daughter Lynn Marie was born June 4 weighing 6 lbs., 3 oz.

Linda Marie was born June 8 to Albert Prieskorn, Maintenance. Linda weighed 7 lbs.

Bob Shondell has a son Robert William, born June 10. Bob is Regional Sales Manager in the Denver area.

Robert G. Bredemeyer (son of Bob, Machine Shop) was born June 11, which is also his mother's birthday. He weighed 5 lbs., 8 oz.

Gerald Deyo's (Methods and Standards) daughter Susan Claire was born

June 18 weighing 8 lbs., 1 oz. She has a sister Kathleen, 1-1/2 years.

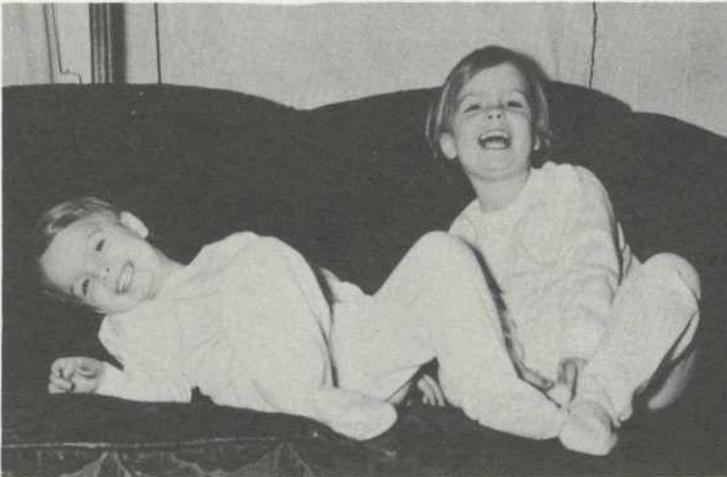
The stork brought Brenda Jo to Bernard Merritt's (Camera Assembly) house on June 19. Brenda weighed 8 lbs., 8 oz. She has three brothers.



Brenda Jo Merritt

# Baby Talk

# News and Notes



(Left) Pamela and June Stuart, twin daughters of Alan Stuart, Toronto Office Manager.

(Below) Alan's third daughter, Debbie.



(Above) George Loy, son of Wayne, Punch Press, enjoyed a visit with the Personnel Department.



...Girls in Accounts Receivable and Accounts Payable celebrated the birthdays of Dolores Gonyer and Phyllis Devine with a surprise luncheon.

...Lucille Harvey's (Inspection) son Tom has enlisted in the Army and is now stationed at Fort Knox, Kentucky.

...Rachel Rodriguez, Accounts Payable, thoroughly enjoyed her sun-filled vacation at Miami Beach, Florida.

...Fred Tower, Optical Assembly, will be busy during his vacation taking an active troop of Boy Scouts on a camping trip.

...The Cost Accounting Department employees and their families had their annual picnic on June 24 at Base Lake. Honored guests were Will Van Dyke, who celebrated his birthday, and George Haas, who is leaving Argus.

Will and George celebrated the occasion by tumbling out of a canoe and into the lake.

...Night shift plant II boat enthusiasts are many. Bill Ostrander, Blocking, has a new aluminum boat with outboard motor. Bob Shauan, Grinding, has a racing shell with outboard. Paul Mason, Grinding, has an 18-foot sailboat at Big Silver Lake.



Bob Patterson's (Purchasing) daughter Meg is a real outdoor gal.



(Above) Karen, 2-1/2 and Karl, 9 months belong to Marilyn Jaeger, Accounts Receivable.



(Left) Andy Kokinakes' (Production Control) namesake and grandson Andy finds the slats of his crib great to twist his feet around. Little Andy's father is John Kokinakes, Maintenance.

## Sports Review

by Art Parker, Jr.

### NIGHT SHIFT GOLF

As was promised last month, a check was made on the night shift men's golf league. Although there are only four teams in the league, the competition is really hot.

Leading the league with 46 points is the team of Bob Wood and Nick Bandrofchak. Two points back of the leaders with 44 points is the team of Tom Mitchell and Jake Milliken. Third and fourth positions are being held down by the Gene Rohde-Tom Loy team and the Bill Baker-Armond Stuart team, respectively.

The playing time is approximately 10:00 A.M. every Wednesday at the Huron Hills Municipal course which, at that time of day, is pretty deserted. This will sound like heaven to the day shift golfers who are used to playing when other golfers are practically standing in their hip pockets trying to get a shot away.

However, all this privacy doesn't come without drawbacks. It seems that Wednesday morning is green-watering time (this may surprise those who contend that this is never done) and putting gets to be a science of detecting which way the current is flowing. Spiked overshoes are also recommended. But, all things being considered, the league members have an enjoyable time and are looking forward to the play-offs with the day league and also the Argus Open.

### MEN'S BASEBALL

For some curious reason the baseball team was overlooked in the sports news of last month's issue. For health reasons, it is not likely to happen again.

This season the team is doing very well in the City Recreation League. They are at this time only one game out of first place because of one tie and one unfinished or unofficial game which was called on account of darkness.

Team manager Joe O'Donnell has 15 boys who are playing good ball. Don Hinz is at first base; Ray Gregory and Gil Jaeger alternate at second; and Jim Yates and George Bock are alternating at short stop. Marv Geiger is at third and Max Robinson is again doing the catching. In the outfield,

Jim Swansey, Dick Weber, Doug Nordman, Dick Westphal, Bill Allen and Don Hayworth are dividing up the work. The pitching staff consists of Gale Nelson and Ray Braumbaugh. This fella Nelson has made the record book smoke by throwing two no-hitters in one week. He has struck out 45 opposing batters, 15 of whom went down in a single game.

Outfielder Bob Allen reports that the employee support of the team has been rather weak. The time and place of each game are announced over the plant P.A. system so, if you can, get out and see a game. They are really very enjoyable.

Harold Thompson, Purchasing, Bill Courtright, Inspection; and Dick Leggett, Commercial Assembly, were three of the six Ann Arbor men who participated in the annual Michigan Open Golfing Tournament. Dick qualified.

The three men are making plans to enter the Michigan State Amateur Tournament. Good luck to them!



Members of the Personnel Department and their families enjoyed a steak fry June 26 at Independence Lake. Tom Spittler officiated as chef.



Bob Cramer, Engineering, cleans his catch at Independence Lake.



(Above) Dale Nimke pulls on a strip of bark from a tree that was struck by lightning while he and his family were picnicking at Dexter-Huron Park May 21. They were seated at the closest three tables when the lightning hit.

Dale's father Ed, Service, took the picture with his E camera using Plus-X film.

# argus eyes

Published monthly for the employees of Argus Cameras, Inc. and their families.  
Editor—Millie Haynie

REPORTERS: Machine Shop, DOROTHY LIXEY - Paint Shop, WILMA SIMMONS - Camera Assembly, RUTH O'HARE - Lens Processing, DOLORES HELZERMAN - Purchasing, BETTY SHATTUCK - Maintenance, EMIL JOHNSON - Optical Assembly - Inspection, JEAN FITZGERALD - Engineering, JIM MELDRUM - Standards, VIRGINIA BIRNEY - Production Planning, PATT DUCHARME - Tool Room, BILL FIKE - Shipping, HILDA WHITE - Accounting, BEULAH NEWMAN - Service, TOM KENTES - Night Shift, GEORGE NAVARRE and LEO WIEDERHOFT.

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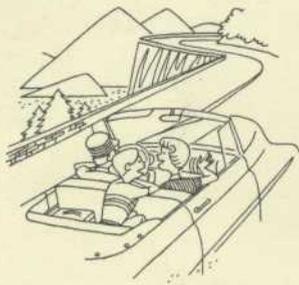
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## Make Your Vacation A Happy One!



A cloudburst turned a happy family's vacation trip into a scene of disaster last summer.

Homeward bound on an express highway, the driver suddenly found himself in the midst of a downpour with smeary windshield wipers. The rubber on the wiper blades was dried out and worn, unable to effectively remove the rain film for clear vision at turnpike speeds. In a matter of seconds the image of a truck loomed before him through the wavy streaks on the windshield. All efforts to avoid the danger were in vain as they overtook the slow-moving vehicle.

The results—a skid off the road into the concrete pillar of an overpass. The toll—three dead and one critically injured, a sad ending to a happy vacation.

In 1954 over 71,000 of the cars involved in fatal or personal injury accidents had mechanical defects which impaired the safe operation of these cars. Here are 10 points to check on your car before you take that vacation this summer.

## Make This Safety Check Before Vacation Driving

1. Start with the brakes. If the pedal goes too far down, the brakes should be adjusted or relined. If you hold the pedal down hard and it "fades away" to the floor, there's probably a leak in the system.
2. Try your windshield wipers to be sure they are working properly.
3. If your car is so equipped, test the windshield washer. You should start out with a full jar of solvent.
4. Check your rear-view mirror. Be sure that it's secure, properly adjusted, and clean.
5. Don't forget to test the horn. It's better to find a loose connection or other ailment before the horn is needed than after it's too late.
6. Check the steering for free play. A little "slack" is normal but more than an inch or two at the rim of the wheel indicates loose or worn parts.
7. Examine your tires carefully. Look at the treads and sidewalls, watching for bald spots and breaks. Good rubber is good insurance.
8. Turn on your lights and have someone stand outside to check headlights on high and low beam, parking lights and front turn signals.
9. Check tail lights, stop lights and rear turn signals. A burned-out bulb can be mighty dangerous on a dark country road.
10. With the engine running, listen for the telltale hiss or rumble of a leaking muffler. Toxic exhaust gas may do more than make the passengers sick—it may put the driver to sleep.

