

Argus Eyes

Volume 9

No. 5

May

1953



goes to a
Convention

Andy Argus Attends Photo Show

Off We Go!

The buzz of getting ready to leave for the Sales Meeting was at a high pitch all day Thursday (April 9). Andy had finally finagled an invitation to bring pictures and a story of the show and Sales Meeting back to the 1,200 who couldn't go to Chicago.



Forty-five minutes before train time I rushed into Sales to hitch-hike a ride to the station. "They have all gone home to get their suitcases," the girls said. Frantically, I flagged down Gene Rossbach for a ride. The station blurred into view a few minutes later.



There I found Doug MacPherson entertaining Rob Wilson, Bob Shondell and Rod Bower.

Seconds later the train pulled into the station, and we only had to walk back to the Municipal Golf Course to get on!



(From the looks of the photos so far, the A-4 I was using worked.)

While these Argus chow hounds ate, I talked to

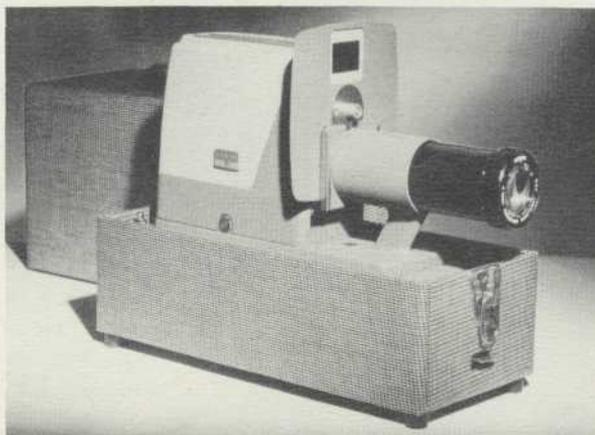


Jerry Darrow and Chuck Hanson from our advertising agency. They had gotten on the club car in Detroit.

No worse for the wear--the Argus gang (plus one

startled stranger) debarked in Chicago to head for the hotel.

My roommate and I shared a room on the 25th floor of the Hilton Hotel. It was way up, as you can see by the photo. In the big view you can see the Planetarium, Aquarium, Band Shell, Field Museum and part of Soldiers Field between the railroad tracks and Lake Michigan. The only trouble with the room was the crash banging of the switching in the freight yards just below the window all night long.



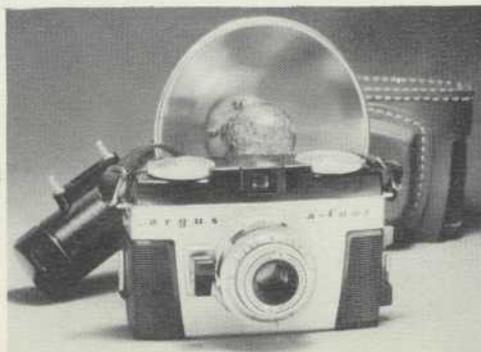
New Products Well Received

Our three new products were some of the biggest surprises of the show--especially the 300-watt projector! Dealers from all over agreed it was the best projector buy on the market. That's what we had planned for with these special features: new, higher wattage, more powerful blower, an exclusive rotary slide carrier that stays in place even with the carrying case cover snapped on, and front feet for tilt adjustment that raise or lower with a flick of the finger--all for \$49.95.

The wide-angle lens went over big, too. As the second interchangeable lens for our famous C-3,

it gives the C-3 the versatility of cameras costing hundreds of dollars more. The new lens almost doubles the picture area of the regular Cintar lens. It will sell for \$59.95.

We were mighty proud of the new A-four. No other 35 mm. camera at the convention combined so many fine features for \$39.95 and offered a case and flash unit besides. With its fast f:3.5 coated lens and shutter speeds up to 1/200 of a second, plus many other extras, the A-four gives every indication of being an Argus "best seller"!



School Days!!

Aside from staying awake most of the night through the courtesy of the New York Central and then waking up on Ann Arbor time, I was all set for the Friday morning Sales Meeting. I wanted to get to know these guys who make our paycheck possible.

For three days--Friday, Saturday and Sunday--they attended school for better than ten hours a day. Their interest in new sales techniques, new products, sales policy, sales promotion and all the other stuff made my heart feel real good. It's nice to know that they are working as hard as we are back here at the plant.



Argus Sales and Advertising Organization: left to right Arnold Macdonald, Eric Sheldon, O. W. Ray, Doug MacPherson, Tom Maynard, Harry Rubincam, Jim Johnston, Danny Schurz, Walt Rickhoff, Bob Dorrinson, Durwood Carsen, Jerry Darrow, Jim Steel, Bob Shondell, Harold Witkin, Bob Craig, Ken Bridges, Bruce Corley, Rob Wilson, Bill Spicer, Chuck Owens, Jack Hursch, Bill Armstrong. Present, but out of photo, were Dudley Scholten, Ted Humphries, Carl Chapman and Jack Pelton.



◀ "Deacon" Brinkerhoff pushed by slave-driver Bill Armstrong head thru the 22nd floor lobby for more sales training.



Ed. Ward, J. L. Hudson photo buyer, told us how to best sell department store buyers. Harry Graw, our C-3 telephoto and wide-angle supplier, also gave us sales hints for his products.

▶ Danny Schurz demonstrates how he sold more Argus 75's than any other salesman. Ted Humphries (C-3, C-4), Jack Pelton (40) and Walt Rickhoff (PBB 200), also showed others how they led in their products.



On the right, irate customer, Adrian Falken (Miss Chicago 1951) has been soothed by dapper Ted Humphries, in a sales skit. Miss Falken was the hit of the Sales Meeting for the two hours she worked with "Dealer" Bob Woolson in participation skits.

Argus President Addresses Photo Dealers

American people today have more money for luxuries than ever before, giving business--especially the photographic industry--its greatest opportunity in history. Robert E. Lewis told photo dealers and finishers at the convention.

He added that the "discretionary" spending power of the U.S. has risen 4-1/2 times since 1940.

Besides being president of Argus, Mr. Lewis is President of the National Association of Photographic Manufacturers.

Women, and people in the 15 to 24 and 45 to 60 age groups were listed in his speech as the greatest potential markets for photographic sales.

"We have more than 22 million young, energetic Americans between 15 and 24 years old with more buying power than persons in their age brackets ever had before," he said.

"Another potential market is the 45 to 60-year-old group, which has grown in 30 years from 14 million persons to 24 million people.

"Photographic manufacturers do all they can to increase the market by making good products at low prices, advertising them extensively and providing merchandising aids to dealers," he said.

"The key to the whole problem is the dealer... The ultimate sales job is his."

Mr. Lewis called on all photographic dealers to develop aggressive selling programs to fit their own communities and needs.



Left: Bob Dorrinson lets our new New England Representative, Carl Chapman, have the latest word on Texas techniques--sales that is.

Right: Bob Craig, left, West Coast distributor, and his Sales Manager, Durwood Carsen, are comparing notes with Willard Ray, center, New York distributor, while waiting for the meeting to come to order.



For three hours Sunday, the sales force cudged their brains to write a bluebook to find out how much they had absorbed during the other two and a half days.

Argus Team Active as Convention Commences

\$150,000 Worth of Argus Sold

After three solid days of sales meeting, the salesmen had 'til noon Monday to recuperate before starting the daily convention workout. This year for the first time in many years we had enough products so orders could be taken on the floor. Needless to say, all salesmen were on the floor all the time. The sales office pitched in with vigor to help overloaded salesmen out as you can see by the photos on these pages. One thing for sure---inside sales people got an inside view on outside sales problems. The men rounded up the week with a pot-full of orders.

To give you an idea of the typical salesman schedule: 9:30-10:30, briefing session in Argus conference room; 10:30-11:30, work on task group report (on competitive products); 11:30-12:00, lunch; 12:00-5:00, work on floor; 5:00-7:00, cocktails with leading dealers; 7:00-11:00, dinner with two or three top dealers and wives. The boys were beat by the end of the day!



Andy Visits The Convention

The Argus display was the best of the bunch. Located in the center of Exhibition Hall, with a calliope music in time with the merry-go-round it had action and life. The display tables made an excellent setting for the clinching of sales while dealer enthusiasm was at a high pitch.

Girls in skimpy outfits wandered up and down the aisles - I just happened to wander right with them! Four times I went to the TDC projector display only to have my attention diverted by Miss Keystone. I got a picture of her, but none of the TDC display. Not counting "Art" stereo pictures, the other highlights were a new type plastic slide viewer, the Iloca "quick A" 35mm camera (\$39.95) - real competition for our A-4, stereo - Realist projection - twin 500 watt projector for only \$349.95, three dimensional home movies and projector by Bolex (Swiss firm) and senior size Exakta and Zoomar telephoto lenses.

I, too, was really tired by the time I got home. Conventions just ain't what they are cracked up to be -- it's no party!



Behind the Scenes



Jimmy Barker selects the silk taffeta materials for the canopy displays from Bob Shipley's assortment. The Argus Circus Theme was most colorful with yellow, red and blue predominating.



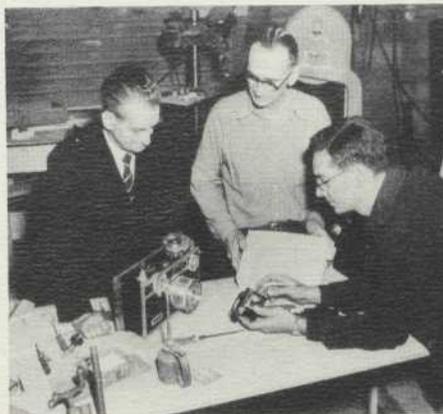
Workers in Kalamazoo assemble the crystal ball, one of the many ingenious exhibits, as Jimmy Barker looks on.



Shown here in the beginning stage, the Punch and Judy Show was one of our outstanding displays.



Time and patience were essential factors in creating the colorful Argus Carrousel.



With the enlarged model of the C-3 completed, Jimmy, Carl Remer and Bob Shipley discuss the construction of the A-4 enlargement.



Argus trucks deliver equipment, to the Kalamazoo workshop from the plant in Ann Arbor, for use in the show.



Complete with merry-go-round music of 1920, the carrousel with six horses and riders delighted on-lookers as they viewed our products. Shipley and Larry Young assemble the display at the convention.



Truly "The Greatest Show On Earth" the Peep Show through many mirrors gave the impression of thousands of A-4's suspended in mid-air. Actually, only one A-4 existed.



Holding the canopy for the Punch and Judy Show, Jimmy Barker adjusts the enlarged model A-4 in preparation for the convention at Exhibition Hall.

Baby A-Four Takes First Steps

For more than two years Engineering, Production and Sales have been hard at work designing and tooling for the A-4. A high powered task force headed by Clint Harris (V.P. Engineering), assembled the first production A-4's. Dick Gansley, Toolroom, was called in shortly thereafter to modify assembly fixtures so the girls could put the parts together without standing on their heads.

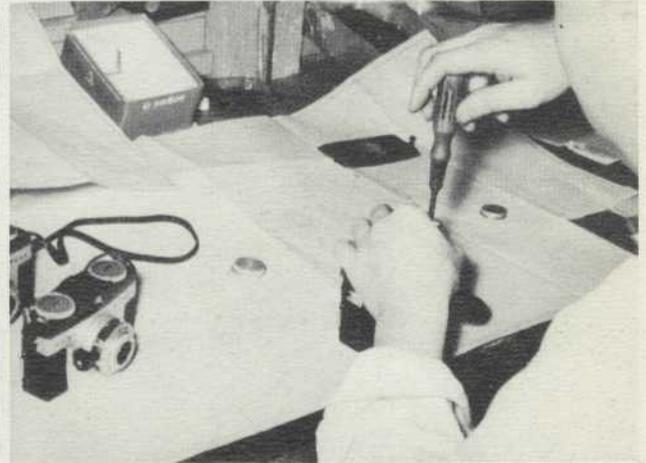
Jessie Arnett and Marie Gould led off the groups now working on the assembly and inspection of the A-4. To date more than 800 have been assembled. It always seems to take a while to get the production bugs licked.

To give the consumer a chance to get his licks in on the design and utility of the camera, over 500 were shipped to dealers in the test areas of Detroit and Lansing. Most of you probably saw the full page ads in the Detroit papers. The dealers are providing a roll of film and free developing to those who buy the camera, flash and case and who fill out the survey form.

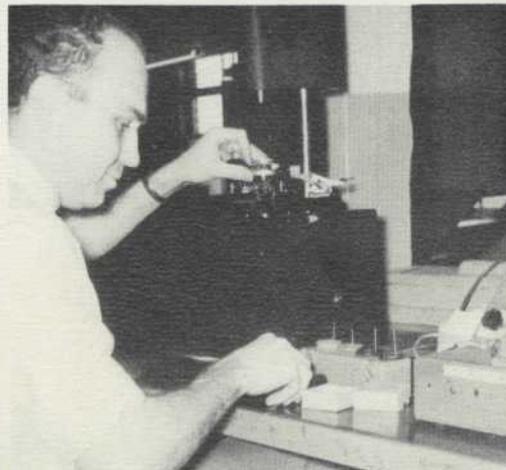
From the comments of the dealers and competitors at the Chicago convention, I would say we have a good solid citizen in the A-4. Let's give it all we have.



Production leadman Clint Harris cajoles Les Schwanbeck, Lefty Schlenker and Ginny Lau into putting the first A-4's together.



Assembler, Les Schwanbeck, tries to follow the blueprint while assembling knobs to the top of the otherwise completed A-4.



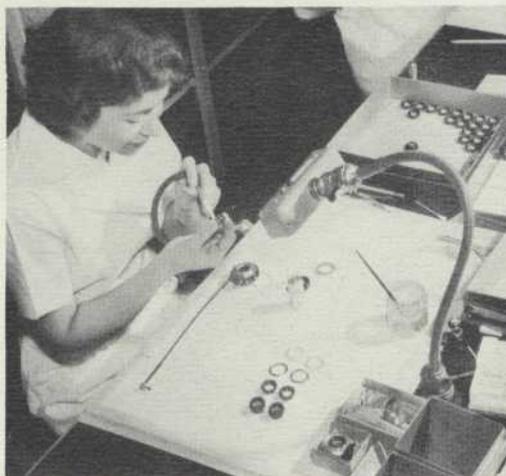
Jim Meldrum, Optical Engineer, checks the focal length of the shutter and lens assembly before inserting the proper shims.



Electronic specialists, Neil Podewils, is here readying the shutter checker for full-fledged production.



Jim Sieloff, from Production Planning, checks one of the first cameras to see if all the parts were put in it.



Marie Gould, who is now one of many working on the A-4 shutter assembly in Department 20, combines the shutters made in Germany with glass polished in Ann Arbor.



Where Jessie Arnett worked, many are working in Department 19 camera assembly. Projector assembly was moved to Plant II to make room for this operation of the fourth floor.

