

Argus Vacations...page 4

Volume 16 No. 10
argus eyes
August-September 1959

Talking About Argus



. . with
Clint Harris

We are receiving Fall and Christmas orders in record numbers. This is the direct result of our aggressive sales and promotion efforts. Our marketing people are to be congratulated.

General business conditions are currently very good in this country. This is also a big factor in the present high level of sales. If the steel plants do not resume operation in the near future, the situation could change. Spreading unemployment due to steel shortages and a loss of confidence on the part of consumers would almost certainly be reflected in reduced sales at Christmas. I do not believe that this will be permitted to happen.

We must produce all we can in this period. We all know that unfilled orders represent lost business for us and gains for our competition. It is particularly important that we produce every M500 projector, President projector and M3T camera that we can. I know that everyone will do everything possible to meet the increased schedules.

We should realize that sales in our industry are very seasonal and that this Fall rush is something that we can expect every year. With product technology changing as rapidly as it has in recent years, we cannot risk the danger of obsolescence inherent in large inventories. We do all we can to build up inventories in advance of the Christmas rush, but there has to be a practical limit.

Our marketing group is working now on aggressive plans to improve our sales in the first part of next year. While we cannot change the basic seasonal pattern of the industry, we believe that we can definitely improve on our past performance for the first months of the year.

The programs for maintaining our sales in this traditionally low period and thereby keeping our plant operating at a higher level of activity will be dependent on our ability to deliver our new products. It is absolutely necessary that we meet our schedules for the production of our new "electric eye" cameras, both the 35mm still camera and the 8mm movie camera.



You Asked Andy

By Andy Argus

If you old timers will excuse me for a paragraph or two, I would like to introduce myself to our many new employees. My name is Andy Argus, and my job is digging up information and answers to questions asked of me by Argus employees. Question boxes are located in Plant I and II, and any employee may drop me a line explaining his or her question. I, in turn, will try to answer the question in our division magazine, "Argus Eyes". Like any other person in business, I have competition. My competition is in the form of supervisors and foremen who usually have to answer to most employee questions. My other competitor is the "Rumor Board" with its very fast reply service to employee questions. There are, fortunately for me, some lengthy questions that employees prefer to ask of me. I can think of no better way of explaining this than giving you an actual example of the type of question I frequently get. This one was dropped in the Plant I box.

Question: "How can a person's name appear on our seniority list when they have not worked a day in two years?"

Doug Hamilton Moves to Home Electronics

Lee Lockard Named Argus Controller

J. Lee Lockard has joined Argus as Controller to replace Doug Hamilton who was named Controller of the Sylvania Home Electronics Division in Batavia, N. Y.



Lee has been with Sylvania since 1952, serving in the Picture Tube and Electronic Tube Divisions. Most recently, he was Controller of Sylvania Electric (Canada) Ltd.

Of course the place to go for the answer to this question is the Personnel Department. I found that, just as the Policy Manual states, an employee may remain on layoff one day for every day he or she has worked up to a maximum of eighteen months, provided they have not refused a recall back to work. If the employee is not recalled before his seniority or the eighteen months elapses, he or she is removed from the seniority list. However, the names of employees removed from the seniority list are frequently retained beyond their termination date for insurance purposes. Occasionally these names will, in error, appear on the seniority list. However, there is no possible way this could affect other employees in seniority matters, since the terminated employee's personal file has been removed from all active files in the Personnel Department.

A second question asked this month concerned opening the cafeteria for the second shift (afternoons) lunch period.

In checking this matter I found that the night shift at even the busiest

time of our year seldom numbers more than 100 employees. Experience indicates that less than 1/3 of our employees buy their meals in the cafeteria. As a result, the cost of keeping it open during our second shift would far exceed the income. These losses would have to be made up by raising the food costs.

For these reasons, it was decided that the only practical solution was to install sandwich and hot soup vending machines in the Plant II cafeteria for the convenience of the second and third shift employees.

Questions to Andy may cover any subject affecting employees here at Argus. If you have one, just let me take a crack at getting the answer for you. On more urgent matters, however, let me recommend your supervisor or foreman as the real answer man, whether your questions are of the everyday variety or concern a more complex matter.

LOYAL CRAWFORD RECEIVES PATENT ON INVENTION



Official U. S. Patent complete with government seal is a proud and important possession of Argus' Loyal Crawford. It marks recognition of 3 years work on invention.

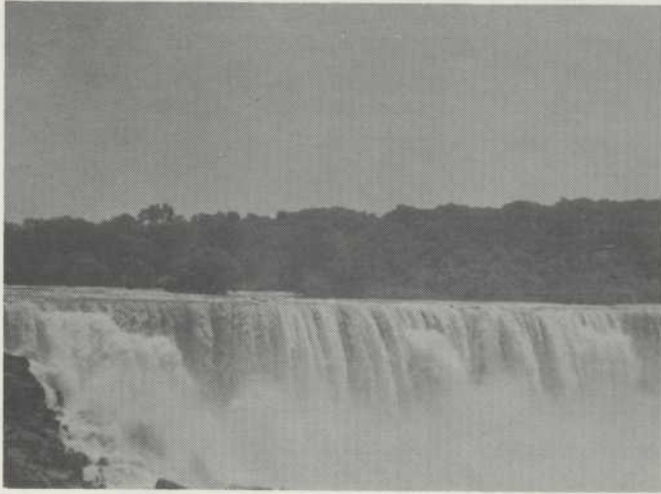
Loyal Crawford of Tool Engineering has been awarded a U. S. patent on a self-threading nut which may soon be in use in a variety of manufacturing applications. One advantage of the nut is that it can be applied on a production line by pneumatic drive. Another unique feature is that even though threads are stripped, it will cut new threads.

The insurance of the patent was a real milestone, since it marked the climax of the project which Loyal started in 1951. Development of the idea was laid aside at times, but the actual work took more than 3 years. Securing the patent took over 2 additional years.

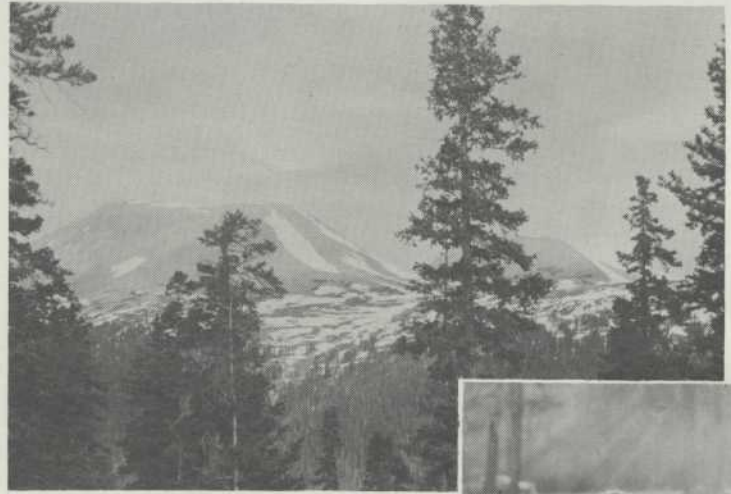
Negotiations are currently being made to arrange the manufacture of the new type nut by a Detroit firm, on a royalty basis.

ARGUS VACATIONERS REALLY GET AROUND

... and here are the pictures to prove it!



Niagara Falls was the destination of Wilma Simmons.



Jan Vandenbroek's family made a camping tour of Colorado and Glacier National Park.



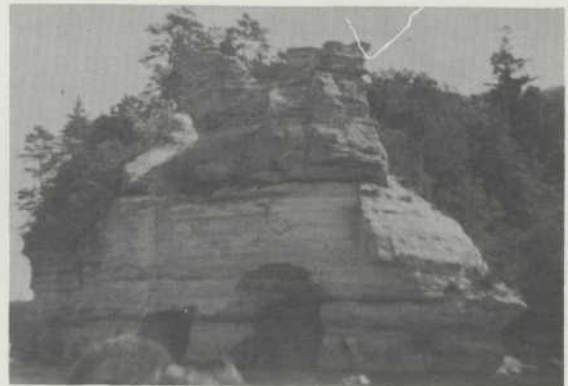
While visiting his mother in Arizona, Joe Zello snapped the picture of her cactus garden.



Eric Soderholm visited his family in Stockholm, Sweden.



Jan Gala and family enjoyed the Taquamenon Falls and the locks at Sault Ste. Marie. Our cover photo was taken at the falls by Jan.



Henry and Rosie Smith and daughter visited the pictured rocks in Michigan's scenic upper peninsula.

HELP KEEP YOUR BLOOD BANK IN THE RED

Sign up NOW to Donate —

Once more all Argus employees have the life-saving chance to keep the Ann Arbor Area Industrial Blood Bank full of essential red blood. Argus has been a member of the Ann Arbor organization since its founding in 1952, and scores of Argusites have since benefited from blood transfusions.

In fact, Argus Blood Bank members used a total of 92 pints of blood from the bank last year. Just since January, 1959, 15 Argus members have benefited from the use of 46 pints of blood.

Yet these priceless pints of blood didn't cost their Argus users one red cent! Not even the unfortunate Argusite who had to withdraw 56 pints of blood from the bank had to pay for a single pint. For all of the blood needs of Blood Bank members -- as well as the needs of dependent members of their immediate families and of parents or grandparents on both sides of the family -- are automatically met by participation in the program.

ANYTIME ... ANYWHERE ... ANY AMOUNT —

You can draw on your Blood Bank membership wherever and whenever the need arises -- throughout the United States and even in some foreign countries. For instance, Grace Mayer, the wife of Quality Control's Bob Mayer, received 3 pints of blood from the Blood Bank while a patient in a Montreal, Canada, hospital.

Some Argus people who were not Blood Bank members have undergone the shocking experience of being forced to buy blood to meet the emergency needs of accident, operation, or illness. They can tell you that it costs about \$25 a pint! Enough said.

If you're not already a member of the Argus Blood Bank, you'll be happy to know that you can sign up

right now. Unless you're a new employee, this opportunity comes but twice a year. So don't delay -- sign up now. It may be too late for you by next spring.

You will, of course, be asked to donate one pint of blood to the Blood Bank and to hold yourself ready for future donations. As a rule, however, you won't be asked to donate more than once a year. That's a small price indeed to pay for the assurance that you'll never be faced with crippling blood expenses.

Over 60% of all Argus employees are now members of the Blood Bank. Join them. Membership application cards are now available in the Personnel Office.

Don't Hesitate -
DONATE
BE A BLOODHOUND



YOUR BLOOD CAN SAVE A LIFE

*by the people . . .
for the people . . .*

GIVE



BLOOD

The fall Ann Arbor Area Industrial Blood Bank clinic is scheduled in the King-Seeley Cafeteria on September 30, October 1, and October 2. Your friends will tell you that donating blood is painless and harmless. All prospective donors will be excused from work during the time required to visit the King-Seeley Cafeteria and make their donations. And you couldn't spend your time in a better way!

ARGUS UNVEILS SPECTACULAR NEW SYSTEM TO REVOLUTIONIZE



HERE'S THE MARKET!

Direct-wire TV falls under the broad field of communication called "audio-visual". Until now, Argus has not been particularly active in this field, having concentrated on the mass amateur photographic market. Today, however, Argus is also prepared to pioneer in new areas of selling because of the electronics know-how of other Sylvania divisions...to solve problems that have plagued businessmen, educators, and government officials for years.

Direct wire TV is immediately applicable to...

...SCHOOLS. One teacher can now communicate directly with any number of classrooms. Scientific experiments, for instance, can be more closely observed by large classes...can be more elaborate, too, since the cost can be spread over many more students. Direct-wire TV is a fast growing development in modern education.

All of a sudden... Argus is in the television business!

In fact, Argus is all set to carve out a very big niche in a little-known area of television called "direct-wire transmission". Most of us are vaguely familiar with the expression "closed-circuit television" -- at least to the extent that we know we couldn't watch Johansson beat Patterson on our home TV sets because the fight was on "closed-circuit" to theaters. That's the essence of Argus' new direct-wire system, although the Argus equipment is designed for more localized, non-public uses.

In short, Argus is now marketing a revolutionary new TV camera that transmits its picture to one or more TV receivers over a connecting wire. This is a field that offers a new and expanding sales potential.

- ...PLANT PROTECTION. Watchmen can cover many critical areas at one time by using a battery of TV receivers. And their work will be safer, too, since they will be able to call for help without exposing themselves to danger.
- ...STORES. Shoplifters will be living dangerously from now on, for they'll never know if their activities are being closely watched over an Argus TV system.
- ...MILITARY SECURITY. Vital defense installations can be guarded by fewer men...with greater certainty. Argus will be on the alert!
- ...INDUSTRY. Many difficult - even dangerous - process monitoring jobs can be taken over by the Argus direct wire TV system. The worker will be able to inspect activity from a safe distance yet peer right into the heart of the process.
- ...YOU NAME IT! There are hundreds of other applications...and we're out to uncover them all, and provide a simple, sure Argus direct-wire TV system to handle the job.

NEW DIRECT-WIRE TV SYSTEM

SPECIALIZED AUDIO-VISUAL FIELD

HERE'S THE PRODUCT!

Heart of the new Argus TV system is a brand new television camera that operates effectively under normal light conditions. This camera is a prime example of the advantages Argus gains from being part of a great industrial complex like Sylvania Electric Products. The camera was developed in the laboratories of the Home Electronics Division of Sylvania, and is the first such camera designed for mass production.

Now hold your hats — the camera will sell for only \$595 as opposed to the \$1,500 price tag that has accompanied all previous TV cameras suited for this sort of work. What a sales advantage that is going to be!

The new TV camera weighs just 16 pounds, incorporates a 4 lens turret, and fits a standard tripod. It offers relative simplicity in comparison with the extreme complexity of all previous cameras designed for this market. In fact, there is no installation required at all: just plug it into the nearest electric outlet, connect camera to receiver with a plug-in cable, and you're "on television."

The complete line consists of the camera itself, a 17" monitor, and as many 23" receivers as the customer may require. And that's all that's needed for clear pictures at distances up to 1,000 feet. Special boosters can add to the transmission distance.

As Jack Riggs, Vice-President - Marketing, recently said, "We've got a direct wire television system that can equal or exceed the quality of any comparable system on the market. With the price advantage we now hold over competitors, we should be able to establish Argus as the direct wire system."

HERE'S THE MAN!

Mr. Riggs has announced that Bob Kreiman, Vice-President - National Accounts, will also assume the position of Audio-Visual Sales Manager. Bob brings a wealth of experience to the position, having fulfilled a similar responsibility for Bell & Howell Co. in the past. He is thoroughly familiar with the school, church, and industrial markets.

Bob reports that advance response to the new TV system is uniformly enthusiastic. In the few weeks since the first pilot model was revealed the number of advance orders has been unusually heavy. Dealers are clamoring for exclusive rights. When the national advertising on the Argus TV system first appears in November, it looks as if Argus is likely to be swamped!



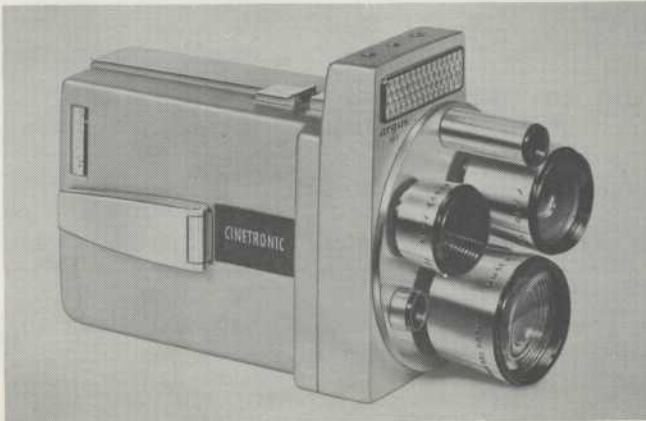
SEE IT NOW!

In case you missed the first brief showing, there will be a special installation of the new Argus Direct wire TV system in our cafeteria on Oct. 19 through 23. All employees are invited to inspect the newest wonder in our product line — and to inspect themselves as they appear on TV.

NEW MOVIE CAMERAS PROMISE SALES ACTION

For the first time in its history Argus is prepared to offer vigorous competition in the blossoming home movie field. Two exciting new 8mm movie cameras, perfected after years of research and development, have just been offered for sale to the nation's consumers. These new cameras form a team with the previously announced Argus 8mm movie projectors, offer the home movie maker true optical excellence and unusual convenience for their respective prices.

Building on the well-established Argus reputation, the Sales Department hopes to acquire rapid distribution of the new movie cameras and to cut deeply into traditional Christmas movie camera buying. With a complete line of cameras and projectors, there is every reason to hope for good consumer acceptance.

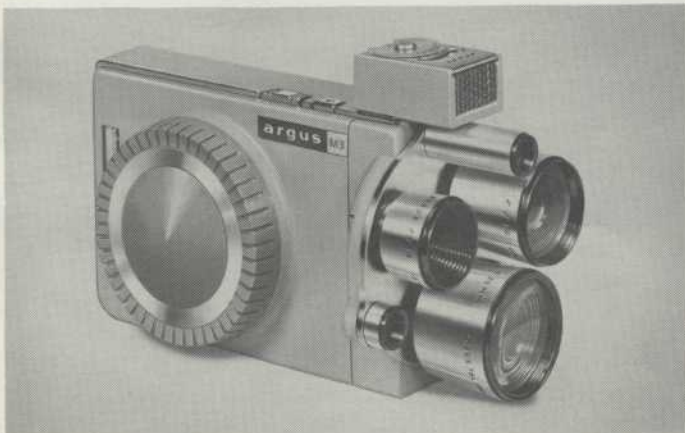


Cinetronic M3 Electric Eye Movie Camera

The new Match-Matic movie camera fits into the medium-price class, retails at \$99.95. This camera features a built-in Match-Matic exposure meter with a fool-proof calibrated dial to indicate exact aperture settings. Settings can be made quickly and easily without reference to special charts.

The Match-Matic comes with the same three-lens turret that appears on the Cinetronic, including the individual optical viewfinders. It also provides for daylight-loading with double 8mm film.

A very special Match-Matic feature is the speedy ratchet wind for the spring motor. That'll be hard to equal on any other camera in this price field.



Argus Match-Matic M3 Movie Camera

Produced to retail at \$149.95, the new Argus Cinetronic movie camera incorporates many features usually found only on more expensive cameras. Even a rank amateur can turn out projectable footage, for the Cinetronic offers fully automatic electric-eye exposure settings. As the camera is swung, the lens aperture instantly adjusts to light intensity changes to produce perfect exposure for each subject. It couldn't be easier.

In addition, the Cinetronic features three f 1.9 color-corrected, turret-mounted lenses to enable the amateur photographer to achieve professional effects. Each lens boasts its own true-image optical viewfinder which eliminates the confusion of masks or lines.

The Cinetronic also features daylight-loading of double 8mm film. And film speeds from ASA 10 to ASA 40 can be used, for the electric-eye exposure control can be set to exact film speed. Single frame operation for special effects has been built into the Cinetronic, too.



Team-Mate of the new Argus Movie Cameras... The M750 Showmaster 8mm Movie Projector

*Fun for All
at the
Family Picnic*



*Picnic at
German Park*



NO ALCOHOLIC BEVERAGES PERMITTED ON THESE GROUNDS
NO DRINKING OR SMOKING OF LIQUOR IN HIS HANDS
IS REQUESTED TO BE REMOVED FROM GROUNDS IMMEDIATELY



Wedding Bells



MISS SMITH WEDS MR. EISEMANN

Miss Susan I. Smith, daughter of Rosetta (Dept. 24) and Henry (Dept. 10), was united in marriage to Gerald E. Eiseemann, son of Mr. and Mrs. Ersin Eiseemann of Ann Arbor, on Saturday, August 1. The ceremony took place in the Zion Lutheran Church, with a reception held in the church parlors, followed by another at the bride's home.

Miss Mary Ellen Whitfield was maid of honor, and bridesmaids were Mrs. Henry N. Smith, Jr. of Brighton, sister-in-law of the bride, and Miss Patricia Smith, sister of the bride.

Duane Guenther of Saline was best man, with ushers Henry N. Smith, Jr., brother of the bride, Lloyd Guenther, Jack Flowers, and Frederick Ellicott.

The couple honeymooned in Northern Michigan. They will make their home in Ann Arbor.

Engagement Announced

Mr. and Mrs. James K. Nordling of Ironwood, Michigan, have announced the engagement of their daughter, Judith (of Ann Arbor) to Dexter Bennett, Jr. Dexter works in Argus' Marketing Services Department. A winter wedding is planned by the couple.

Shilling-Gray Rites in Dexter Methodist Church



Mr. and Mrs. Charles W. Gray of Maple Ridge announce the marriage of their daughter, Beverly Sue, to Wilbur Martin Shilling, son of Mr. and Mrs. Jack J. Shilling of Fulmer Street.

The couple exchanged vows Saturday afternoon, June 20, before the Rev. A. P. Rickard in the Dexter Methodist Church. Mrs. Charles B. Gray, sister-in-law of the bride, served as matron of honor and the bridegroom asked his brother, Harold A. Shilling, to be his best man. Following a reception in the social rooms of the church, the couple left on a two week wedding trip to the Upper Peninsula.

The bride was graduated from the University of Michigan (an Argus scholarship student), and the groom is a student at Eastern Michigan University. Beverly is the daughter of Wilmot Gray of the Shipping Department and Bill is the son of Jack Shilling in the Machine Shop.



JULIE ANN STAPLETON

Born August 18

Weight 6 lbs. 4 ozs.

Father - Leo Stapleton, Jr., Shipping.

DALE HAROLD CAMPBELL

Born August 11

Weight 7 lbs. 5-1/2 ozs.

Father is Milton Campbell of Service.

Dale has a brother, Vern and a sister, Debra.

STEVEN MICHEL ISAACSON

Born July 17

Weight 10 lbs. 14 ozs.

Father - Bob Isaacson, Manufacturing Engineering.

Steven has two brothers, Kenneth 4 yrs. and Robert 11 yrs.

GREGORY SCOTT CAMERON

Born July 15

Weight 6 lbs. 6 ozs.

Mother - Silvey Sue Cameron, formerly of Sales and Accounting.

KAREN LYNN PRESTON

Born July 6

Weight 5 lbs. 6 ozs.

Father - Arthur Preston, formerly worked in the Machine Shop.

Mother - Barbara, Purchasing

RICHARD SCOTT RAU

Born Sept. 9

Weight 7 lbs. 7 ozs.

Father - Bob Rau, Engineering.

Mother - Sue Rau, formerly of Personnel

LORRAINE JEAN ARNST

Born Sept. 6

Weight 8 lbs. 2 ozs.

Father - Ron Arnst, Tool Room.

In Memorium

We extend our sympathy to the families of Gertrude North, Wilhio Kelly, and Esther Haworth, who recently passed away.

Sports Review

by Don Crump

BACKWARD LOOK AT MENS' GOLF OUTING



Bowling



September brings the start of the bowling season and end of the golfing season. This year the men's league will consist of twelve teams, with very few teams remaining intact from last year. Anyone who would like to bowl please contact the league secretary, J. Miatech.

The women's league will have six teams, the same as last year. Anyone who would like to bowl should contact the league secretary, Beulah Newman.

GOLFERS WIND UP '59 SEASON



MEN'S GOLF



WEDS. NIGHT GOLF LEAGUE STANDINGS

With the end of the 1959 golfing season drawing to a close, the race in both the Tuesday and Wednesday night leagues will not be decided until the last night of play. In the Tuesday night league we have two teams tied for first -- J. Borgerson - R. Isaacson, and J. Fraser - R. Moore combinations. But close on their heels, and don't count these guys out, is the team of R. Leggett - N. Navarre, last year's champs. In the Wednesday night league there is also a tie between the combinations of P. O'Neill - G. Rogers and T. Loy - R. Sealscott. And only three points behind the leaders is the team of J. Shattuck - K. Kaufman. The first and second place teams in each league will have a play-off to determine the champion of champions of Argus.

1.	G. Rogers P. O'Neill	85 points
2.	T. Loy R. Sealscott	85 "
3.	J. Shattuck K. Kaufman	82 "
4.	J. Kerns J. Jacksy	77 "
5.	M. Howe G. Conn	75 "
6.	D. Crump G. Calado	74 "
7.	W. Armstrong D. MacPherson	69 "
8.	F. Ammermann M. Carr	69 "
9.	J. Cope H. Peterson	61 "
10.	P. Ross R. Carpenter	52 "
11.	H. Hale H. Hall	51 "

TUES. NIGHT GOLF LEAGUE STANDINGS

1.	R. Isaacson J. Borgerson	93 points
2.	R. Moore J. Fraser	93 "
3.	N. Navarre R. Leggett	86 "
4.	G. Rossbach T. Spitler	78 "
5.	W. VanDyke W. Donaldson	76 "
6.	R. Barsantee H. Smith	76 "
7.	A. Parker, Jr. J. Keeny	76 "
8.	C. Chapman L. Thomas	73 "
9.	R. Bullis Wm. Betke	72 "
10.	J. Brinkerhoff D. Hamilton	72 "
11.	K. Geiger R. Ross	72 "
12.	M. Wellman E. Zill	71 "
13.	J. Thompson L. Schwanbeck	71 "
14.	G. Wescott J. Miatech	66 "
15.	R. Stoner M. Kremer	63 "
16.	T. Heermans W. Houck	62 "
17.	F. Tower C. Swanson	58 "

argus eyes

Published every other month for the employees
of Argus Cameras and their families
Coordinator - DOROTHY HAARER

REPORTERS: Machine Shop - DOROTHY LIKEY, Purchasing -
EDNA RACICOT, Timekeeping - BETTY SHATTUCK, Maintenance -
TOM WESTFALL, Engineering - KAY WALKER, Manufacturing
Engineering - HECTOR HAAS and CAROLINE BANNAN, Tool-
room - BILL FIKE, Accounting - CAROL WHITE, Service - THEL-
MA BURKE, Suggestion Office - ART PARKER, Camera Assem-
bly - THRESSEL CONLEY, Sales - LOIS HOWELL, Paint Shop -
ETHEL HUFFMAN, Night Shift - CONRAD GANZHORN, Shipping -
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SYLVANIA PANELESCENT LAMPS USED IN 1960 CHRYSLER AND IMPERIAL



Because of our proximity to the Chrysler factory, two pretty Argus girls were selected as models for publicity photos of the first Panelescent lamp installations in the new 1960 Chrysler. Here are Patt DuCharme (left), secretary to the Manufacturing Manager, and Rhoda Wagner, of the Argus Credit Union, inspecting the illuminated dashboard assembly at the Chrysler plant. Photos of our two models (and the new lamp application) will appear in the Sylvania Beam, and will be released to other publications across the country.

Dashboards of 1960 Chrysler and Imperial automobiles will be illuminated by Sylvania "Panelescent" electroluminescent lamps, it has been announced jointly by Chrysler Corporation and Sylvania Electric Products Inc.

According to R. M. Rodger, Chief Engineer of the Chrysler and Imperial Division, "Because electroluminescence is a low-level light source, there is less eye adjustment when the driver looks from the road to the instrument panels and back to the road. Eye strain in night driving will be greatly reduced."

FURTHER AUTO APPLICATIONS EXPECTED

Frank J. Healy, President of Sylvania Lighting Products, described the Chrysler application as a "major milestone in the commercial development of electroluminescent lighting which should lead to further dramatic uses in the automotive and other industries."

The Panelescent lamp produces light over the entire surface of a panel by the principle of electroluminescence — the creation of light through the excitation of phosphors placed in an electrical field. Only .025 of an inch thick, the lamp produces a uniform light without the use of bulbs, tubes, filaments, or cathodes. Its construction consists of a porcelainized steel sheet with a ceramic-phosphor coating. Sylvania pioneered the development of this type of light, and introduced the first commercial application in 1950.

A companion to automotive applications is Sylvania's development of a Panelescent lamp super-highway marking sign having many more times driver readability than conventional lighted signs at one-half the power consumption cost. The first Panelescent highway sign has been successfully tested on the Roseville Freeway by the California Division of Highways.

"When electroluminescence is marketed as a high intensity light source, and that development could come in a relatively short period, it will rival every other form of lighting now in existence," Mr. Healy said. "Entire walls will be made of electroluminescent materials, which can glow softly or brightly according to your mood. In this direction, Sylvania is engaged in a continuing program of research and development to broaden the applications of this new light source."

The Panelescent lamps are being produced by Sylvania Lighting Products at Salem, Mass.

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