

# SECURITIES AND EXCHANGE COMMISSION

## FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **1999-07-27** | Period of Report: **1999-06-30**  
SEC Accession No. **0000007195-99-000010**

([HTML Version](#) on [secdatabase.com](http://secdatabase.com))

### FILER

#### **ARGUS INVESTORS COUNSEL INC**

CIK: **7195** | IRS No.: **13931123** | State of Incorporation: **NY** | Fiscal Year End: **0131**  
Type: **13F-HR** | Act: **34** | File No.: **028-00542** | Film No.: **99670940**

Mailing Address  
*100 PROSPECT STREET  
SOUTH TOWER  
STAMFORD CT 06901*

Business Address  
*100 PROSPECT SOUTH  
TOWER  
STAMFORD CT 06901  
2033169000*

FORM 13F COVER PAGE

Report for the Quarter Ended: June 30, 1999

Check here if Amendment [ ]; Amendment Number:
This Amendment (check only one.): [ ] is a restatement.
[ ] adds new holdings entries

Institutional Investment Manager Filing this Report:
Name: Argus Investors' Counsel Inc.
Address: 100 Prospect Street, South Tower
Stamford, CT 06901

13F File number:28-542

The Institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists and tables, are considered integral parts of this form.

Person signing this report on behalf of Reporting manager:

Name: Herman Roseman
Title: President
Phone: 203-316-9000
Signature, Place, and Date of Signing
Herman I. Roseman Stamford, CT. July 27, 1999.

Report Type (Check only one.):

- [X] 13F Holdings Report.
[ ] 13F Notice.
[ ] 13F Combination Report.

List of other Managers Reporting for this Manager: NONE

I am signing this report as required by the Securities Exchange Act of 1934.

FORM 13F SUMMARY PAGE

Report Summary:

Number of other included Managers: 0
Form 13F information Table Entry Total: 537
Form 13F Information Table Value Total: 1,362,471,595
List of other Included managers:NONE

FORM 13F INFORMATION TABLE

<TABLE> <C> <C>
\* \* \* \* \*
\* \* \* \* \*
\* \* \* \* \*

07/20/99 2:38 BEGINNING OF COMPANY 53 REPORTS CA53D ACTY 2

ARGUS INVESTORS' COUNSEL
13F REPORT 99014208 SDUPRODN

\* \* \* \* \*
\* \* \* \* \*
\* \* \* \* \*
1 2 3 4 5 6 7 8

1.23457E+79  
 -----  
 53            1            1 1 1    1 1 1  
 -----  
 1.23457E+79  
 1            2            3            4            5            6            7            8

\*\*\*\*\*  
 \*\*\*\*\*  
 \*\*\*\*\*

07/20/99  
 2:38

BEGINNING OF COMPANY 53 REPORTS

CA53D  
 ACTY 2

ARGUS INVESTORS' COUNSEL

13F REPORT 99014208 SDUPRODN

\*\*\*\*\*  
 \*\*\*\*\*  
 \*\*\*\*\*

1            2            3            4            5            6            7            8  
 1.23457E+79  
 -----  
 53            1            1 1 1    1 1 1  
 -----  
 1.23457E+79  
 1            2            3            4            5            6            7            8

FORM 13F

6/30/99

REPORTING MANAGER; ARGUS INVESTORS' COUNSEL

PAGE 1

-----  
 --  
 -----

ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8
NAME OF ISSUER AUTHORITY	TITLE OF CLASS	CUSIP NUMBER	FAIR MARKET VALUE	SHARES OR PRINCIPAL AMOUNT	INVESTMENT DISCRETION SOLE    SHARED	MANA- GERS OTHER	VOTING SOLE
					(A)    (B)	(C)	(A)    (B)
AT&T CORP 900	COMMON	001957109	24682353	442237	442237		433837
ABBOTT LABS	COMMON	002824100	3207559	70690	70690		63590
AIR PRODS & CHEMS INC 1000	COMMON	009158106	25710895	638780	638780		627880
ALBERTSONS INC	COMMON	013104104	26421398	512415	512415		506215
ALCOA INC	COMMON	013817101	29042578	469375	469375		462775
AMERICA ONLINE INC DEL 200	COMMON	02364J104	27424650	249315	249315		245815
AMERICAN EXPRESS CO 500	COMMON	025816109	27737445	213160	213160		209360

-----  
 --  
 -----

AMERICAN INTL GROUP INC	COMMON	026874107	28649686	244347	244347		240747
ARCHER DANIELS MIDLAND C	COMMON	039483102	21651248	1402510	1402510		1402510
ATLANTIC RICHFIELD CO	COMMON	048825103	672678	8050	8050		8050
AUTOMATIC DATA PROCESSIN 800	COMMON	053015103	22437580	509945	509945		509145
BP AMOCO P L C 200	COMMON	055622104	5678565	52337	52337		52137
BECTON DICKINSON & CO	COMMON	075887109	25387050	846235	846235		833335
CAMPBELL SOUP CO	COMMON	134429109	1188823	25635	25635		25635
CATERPILLAR INC DEL 600	COMMON	149123101	25204800	420080	420080		411880
CHASE MANHATTAN CORP NEW	COMMON	16161A108	25452625	294250	294250		289550
CISCO SYS INC 400	COMMON	17275R102	33446929	519060	519060		511060
COCA COLA CO	COMMON	191216100	4867620	78510	78510		73010
COLUMBIA/HCA HEALTHCARE	COMMON	197677107	18511135	811447	811447		811447
-- -----							
COLUMN TOTALS 4600			377375617	7808378	7808378		7717978

FORM 13F

6/30/99

REPORTING MANAGER; ARGUS INVESTORS' COUNSEL

PAGE 2

ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8		
NAME OF ISSUER AUTHORITY	TITLE OF CLASS	CUSIP NUMBER	FAIR MARKET VALUE	SHARES OR PRINCIPAL AMOUNT	INVESTMENT DISCRETION SOLE SHARED (A)	DISCRETION SHARED OTHER (B)	MANA- GERS (C)	VOTING SOLE (A)	(B)
DEERE & CO	COMMON	244199105	1553588	39645	39645			39645	
DELTA AIR LINES INC DEL 300	COMMON	247361108	26013942	451435	451435			444835	

DISNEY WALT COMPANY 1400	COMMON	254687106	29374635	953335	953335		940735
DOW CHEMICAL COMPANY	COMMON	260543103	29055390	229008	229008		225608
EASTMAN KODAK CO 400	COMMON	277461109	26038764	384336	384336		378936
EMERSON ELEC CO	COMMON	291011104	25307169	402100	402100		396200
EXXON CORP	COMMON	302290101	1072038	13900	13900		9400
FDX CORP	COMMON	31304N107	28297343	521610	521610		513610
FEDERAL NATL MTG ASSN 200	COMMON	313586109	26099141	382405	382405		377605
FORD MTR CO DEL	COMMON	345370100	19867411	352025	352025		345625
GTE CORP	COMMON	362320103	3226115	42730	42730		42730
GANNETT INC 1200	COMMON	364730101	28579978	400420	400420		393920
GENERAL ELEC CO	COMMON	369604103	30354060	268620	268620		264720
GENERAL MTRS CORP 400	COMMON	370442105	7778100	117850	117850		117450
GENUINE PARTS CO	COMMON	372460105	26228615	749389	749389		749389
GILLETTE CO	COMMON	375766102	5289000	129000	129000		119400
GOODYEAR TIRE & RUBR CO	COMMON	382550101	22395800	380800	380800		380800
HEINZ H J CO	COMMON	423074103	23321709	465271	465271		465271
HEWLETT PACKARD CO 1200	COMMON	428236103	23289368	231735	231735		230535
-- -----							
COLUMN TOTALS			383142164	6515614	6515614		6436414
5100							

FORM 13F

6/30/99

REPORTING MANAGER; ARGUS INVESTORS' COUNSEL

PAGE 3

ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8
NAME OF ISSUER AUTHORITY	TITLE OF CLASS	CUSIP NUMBER	FAIR MARKET VALUE	SHARES OR PRINCIPAL AMOUNT	INVESTMENT DISCRETION SOLE SHARED (A)	MANA- GERS OTHER (B)	VOTING SOLE (A)
SHARED NONE							(B)

(C)

--

-----

INGERSOLL RAND CO	COMMON	456866102	28193755	436267	436267	429467
INTEL CORP 300	COMMON	458140100	28543043	479715	479715	472415
INTERNATIONAL BUS MACH	COMMON	459200101	8198328	63430	63430	59630
INTL FLAVORS FRAGRANCE 700	COMMON	459506101	22996160	522640	522640	521940
INTERNATIONAL PAPER CO	COMMON	460146103	26321704	523815	523815	515362
K MART CORP	COMMON	482584109	22393058	1357155	1357155	1357155
KIMBERLY CLARK CORP 400	COMMON	494368103	27493836	482348	482348	474348
LILLY ELI & CO	COMMON	532457108	5400525	75400	75400	75400
MAY DEPT STORES CO 450	COMMON	577778103	25798706	631161	631161	630711
MCDONALDS CORP	COMMON	580135101	6582056	160050	160050	150450
MICROSOFT CORP 2400	COMMON	594918104	32292085	358055	358055	350055
MINNESOTA MNG & MFG CO 600	COMMON	604059105	1398824	16090	16090	15490
MOBIL CORP	COMMON	607059102	18744725	189820	189820	189820
MORGAN J P & CO INC 500	COMMON	616880100	5832155	41510	41510	41010
MORGAN STAN DEAN WITTR	COMMON	617446448	5344710	52080	52080	48680
MOTOROLA INC	COMMON	620076109	32866406	346875	346875	341975
NORFOLK SOUTHERN CORP	COMMON	655844108	625094	20750	20750	20750
PPG INDS INC	COMMON	693506107	25548370	432565	432565	425365
PENNEY J C INC	COMMON	708160106	220959	4550	4550	4550

--

-----

5350	COLUMN TOTALS		324794499	6194276	6194276	6124573
------	---------------	--	-----------	---------	---------	---------

FORM 13F

6/30/99

REPORTING MANAGER; ARGUS INVESTORS' COUNSEL

PAGE 4

```

--
-----
ITEM 1          ITEM 2    ITEM 3    ITEM 4    ITEM 5          ITEM 6          ITEM 7          ITEM 8
NAME OF ISSUER  TITLE      CUSIP    FAIR      SHARES OR      INVESTMENT DISCRETION  MANA-  VOTING
AUTHORITY      OF        NUMBER   MARKET    PRINCIPAL     SOLE   SHARED   SHARED   GERS     SOLE
                CLASS
SHARED
NONE
                (C)
                (A)    (B)    (C)    (A)    (B)
-----
--
-----

```

ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	
NAME OF ISSUER AUTHORITY	TITLE OF CLASS	CUSIP NUMBER	FAIR MARKET VALUE	SHARES OR PRINCIPAL AMOUNT	INVESTMENT DISCRETION SOLE SHARED	DISCRETION SHARED OTHER	MANA- GERS SOLE	VOTING SOLE (A) (B)
PEPSICO INC 400	COMMON	713448108	25906891	669645	669645		669245	
PFIZER INC	COMMON	717081103	23529830	215870	215870		212670	
PHELPS DODGE CORP	COMMON	717265102	24156554	390015	390015		390015	
PITNEY-BOWES INC	COMMON	724479100	25633823	398970	398970		393070	
PROCTER & GAMBLE CO	COMMON	742718109	1204429	13495	13495		13495	
RAYTHEON CO	COMMON	755111408	26985285	382770	382770		377170	
ROYAL DUTCH PETE CO	COMMON	780257804	3904200	64800	64800		64800	
SCHLUMBERGER LTD 300	COMMON	806857108	29218551	458780	458780		451180	
SONAT INC	COMMON	835415100	10168050	306960	306960		306960	
TEXAS UTILS CO	COMMON	882848104	17090897	412450	412450		412450	
UNILEVER N V NY SHS	COMMON	904784709	26050230	373480	373480		367380	
UNION PAC CORP	COMMON	907818108	22873428	392256	392256		392256	
V F CORP	COMMON	918204108	1975050	46200	46200		46200	
WAL MART STORES INC 2000	COMMON	931142103	8259435	171180	171180		160180	
WASTE MGMT INC DEL 652	COMMON	94106L109	28047288	521810	521810		513758	
WISCONSIN ENERGY CORP	COMMON	976657106	2155375	86000	86000		86000	
COLUMN TOTALS			277159315	4904681	4904681		4856829	
3352								
REPORT TOTALS			1362471595	25422949	25422949		25135794	
18402								

#####

07/20/99  
2:41

END OF COMPANY 53 REPORTS

CA53D  
ACTY 2

ARGUS INVESTORS' COUNSEL

13F REPORT 99014208 SDUPRODN

#####



#####

07/20/99  
2:41

END OF COMPANY 53 REPORTS

CA53D  
ACTY 2

ARGUS INVESTORS' COUNSEL

13F REPORT 99014208 SDUPRODN

#####

#####

</TABLE>