

1945

HINTS

THAT MAY HELP

You WIN

Wollensak's

"NAME THE LENS"

Contest

THESE CONTEST TIPS MAY HELP

You WIN

1ST PRIZE • \$1,000.00 IN WAR BONDS

2ND PRIZE • \$500.00 IN WAR BONDS

3RD PRIZE • \$250.00 IN WAR BONDS

When you write your suggestion for the name of Wollensak's new postwar camera lenses, you'll want to remember these important points about Wollensak lenses:

NEARLY 50 YEARS OF PLEASING AMERICA'S PHOTOGRAPHERS!

Photographers who used Wollensak lenses before the war praised the sparkling detail, the brilliance which Wollensak lenses helped them achieve in their picture making. Whatever the lens—Wollensak still lenses for professional work . . . Wollensak ciné lenses . . . Wollensak enlarging lenses . . . Wollensak projection lenses . . . photographers found that their Wollensak lens gave them the edge-to-edge sharpness, the fine gradation they wanted.

IMPROVED POSTWAR LENSES IN THE MAKING!

Today Wollensak is supplying our armed forces with lenses and other photographic equipment. As a result of its experience in wartime precision manufacture, Wollensak will offer *even finer* lenses after Victory . . . embodying many improvements developed during the war.

MORE THAN EVER . . . "WOLLENSAK MEANS GOOD LENSES"

To the postwar photographer, Wollensak lenses will help to bring better pictures, more fun from picture-making.

Your name should embody the qualities of Wollensak's *complete group* of new, improved postwar lenses.

**SEND IN YOUR NAME FOR WOLLENSAK'S
NEW POSTWAR LENSES NOW!**

Rules and entry blank on opposite page.

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ROCHESTER 3, N. Y.

Box 1600

WOLLENSAK OPTICAL CO.

Place 3c Stamp
Here

Easy RULES

1. No purchase is necessary to enter this contest.
2. Mail us the attached blank (or by letter or on the blank in our advertising) your suggested name for the new Wollensak Postwar Photo Lenses. Add not more than 25 words of explanation on why you consider the name appropriate; this is required.
3. Mail your entry to Wollensak, Box 1600, Rochester 3, N. Y. Include your name and address and the name and address of the store from which you buy your photo supplies; this is essential. (If you win first prize, the manager of your photo supply store and his employees will receive \$250 in cash or \$300 in war bonds. If you win second prize, the store manager and his employees will receive \$150 in cash or \$200 in war bonds; if you win third prize, he and his employees will receive \$75 in cash or \$100 in war bonds.)
4. Any resident of the United States or Hawaii may compete, except employees of Wollensak Optical Company, their advertising agency and their families. Contest subject to all federal, state and local regulations and contest rules.
5. All entries must be postmarked before midnight, September 30, 1945.
6. All entries will be judged for originality, sincerity and aptness of thought. Judges' decision will be final. Duplicate names will be judged on basis of the statement accompanying each name. In case of tie, duplicate prizes will be awarded. No entries will be returned. Entries and ideas therein become the property of Wollensak Optical Company.
7. Winners will be announced in Wollensak advertisements as soon as possible after close of Contest. Winners will be notified by mail.

Upon request, dealer will assist a contestant in preparation of entry.

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