

# LENSOLOGY AND SHUTTERISMS

MARCH AND APRIL

1 9 1 4

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DON'T FORGET

The Time

March 24 - 25 - 26 - 27

The Place

Hotel Sherman, Chicago, Ill.

The Reason

Second Annual Convention  
Photographic Dealers'  
Association of America

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Published for the Trade by the  
WOLLENSAK OPTICAL CO.  
ROCHESTER, N. Y.

## Good Will



**W**HAT is that which next makes most for success after organization, permeated with the spirit of co-operation?

It is conducting the affairs of the company along the lines of straightforward business principles, which will win for the company the good will of its patrons.

One of our basic rules of action is that we cannot buy the good will of a customer. He cannot sell good will. It will not stay bought.

If we do not deserve good will by reason of the quality of our goods, by the methods under which they are sold, by the service our organization renders, that good will, upon which the company's success depends, will slip through our fingers.

If we know and can prove that we are right, fair, equitable and sound in our principles, we will get the customer's good will ultimately and then it will belong to us. It will be ours by right of having won it fairly---by right of deserving it.

I would rather have this company right than to have it a greater financial success. I consider that the greatest success we can make is to have it said of us that we are right.

From Address of Henry B. Joy, Pres. Packard Motor Car Co., to Convention of Packard Dealers, September 3, 1912.

## DEALERS' CONVENTION

It is hoped that a great majority of dealers handling Wollensak products will be in attendance at the forthcoming Dealers' Convention to be held at Chicago during the latter part of March.

Sometime ago, Mr. Charles H. Huesgen, President, visited Rochester, and among other things we promised him that this number of L&S would be called "The Dealers' Convention" number, and he agreed to furnish us data pertaining to the convention, such as programme, etc., but this failed to arrive, for unknown reasons, no doubt caused by the fact that Mr. Huesgen has been extremely busy with convention matters, as well as his own business, which has grown to be quite extensive; so we can therefore only state that we are sorry that this data did not arrive, because we are heartily in sympathy with the Dealers' Association, its aims and movements, and want to do all that we can to help the good work along.

It may interest our readers to know that we are having made at this time some very elaborate souvenirs for distribution at this convention, and from what we can learn we will not be the only concern to distribute useful and practical mementos of the occasion. If possible arrange your business so that you can spend three or four days in Chicago during the convention, and go home with a thousand and one new ideas and a firm determination to join with your brother dealers in this movement which means so much to them individually and collectively.

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A man's awful busy that hasn't time to talk business.

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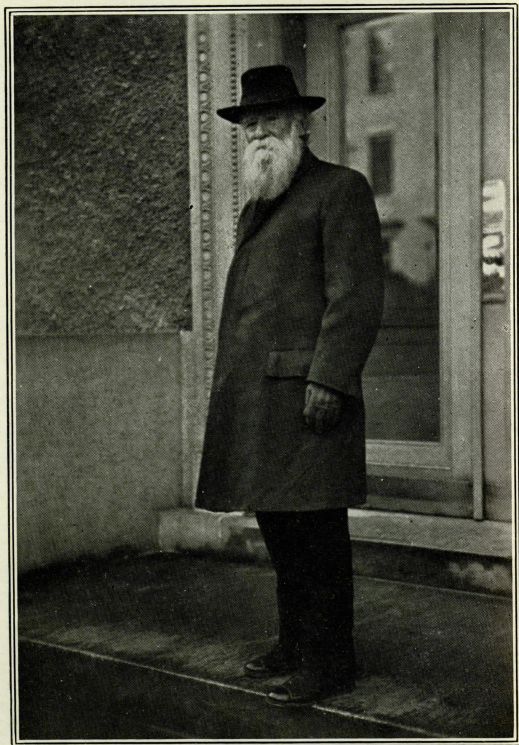
January 7th, 1914

"With reference to the amount of business you can expect from us during the year, wish to say that there are two very good reasons why we like to sell goods manufactured by the Wollensak Optical Company. One is that they are especially nice and accommodating people to deal with, and the other is that their line of goods is especially good for the money."

Denver, Colo.

OSSEN PHOTO SUPPLY CO.

Sometimes when duty calls we can't hear it because pleasure keeps up such a racket just around the corner.



Copyright Harris & Ewing, Washington, D. C.  
Made with a Wollensak Series II Velostigmat F4.5

#### FAMOUS AUTHOR-NATURALIST VISITING WASHINGTON

John Burroughs, the famous old naturalist, author and poet, is visiting old friends in Washington and renewing acquaintances of the last fifty years, "Fifty year ago," says Mr. Burroughs, "I was a clerk in the Treasury and things have changed greatly since then. In those days I had a one-acre farm where the Senate Office Building now stands, and kept a cow which grazed on the common around the Capitol. I lived there when President Lincoln was assassinated. I had what is now Rock Creek Park almost to myself, and many a day have I spent there gathering wild flowers and studying the habits of the birds." Mr. Burroughs is still hale and hearty, although he is nearly seventy-seven. One of his most famous lines was when he wrote, while out in the woods, "I come here to find myself; it's so easy to get lost in the world."

## AUXILIARY LENSES

Attention is directed to the fact that we are now prepared to furnish standard size Auxiliary Lenses, either singly or in sets of six, at a uniform list price of 50 cts., each for the Wide Angle, Telephoto, Copying and Enlarging, Portrait and Ray Filter, and 25 cts. each for the new model Duplicator. These prices are list, subject to the same discount as balance of our line.

We are putting up sets of six in a very attractive leather-covered, plush-lined case. When furnished in this way the sets list at \$4. Complete instructions for use are included with each lens, and as they practically sell themselves if placed on display in or on the show-case, it will pay those dealers who have never handled them to any great extent to look into the possibilities of these little lenses, which can now be obtained at the right price and in the most approved mountings, etc.

A soft answer never turned away a book agent.

## CONVENTIONS

At this writing we have made all preparations to attend the following conventions:

Pennsylvania State Society, Scranton, Pa., Mar. 16 to 19  
Photographic Dealers' Assn., Chicago, Mar. 24 to 27  
Photo'ers' Assn. of America, Atlanta, Ga., June 15 to 20  
Ohio-Mich. Photo'ers' Assn., Cedar Pt., date not known

We will have a more elaborate exhibit than ever before at these conventions, for we are having made at this time a very attractive convention display booth, finished in Circassian Walnut, with trimmings of brown velvet.

## MR. BODINE LOCATES IN NEW YORK CITY

Mr. H. O. Bodine, who inaugurated on unique lines our Promotion of Trade Department, and under whose management it has been so successful, has tendered his resignation and accepted a position with the Raw Film Supply Co., of New York City.

We regret the fact that it seemed advisable to him to change his field of work, and in his new position he has our best wishes for his prosperity and happiness.

The Promotion of Trade Department has proven valuable to our friends, the dealers, and the work will be continued on the same lines under the management of Mr. Joseph A. Dawes, who will, soon as practical, call on our dealers and make their personal acquaintance.

*H. C. Gorton*

In addition to what Mr. Gorton has said I might merely add that I regret leaving the employ of the Wollensak Company for many reasons, the principal one being that I have derived a great amount of pleasure from my work, and have added a host of new friends, whose good-will I appreciate above everything else.

I trust that my successor, Mr. Dawes, will receive the same courteous treatment as has been extended me, and I feel that if this is done his success is assured from the start. He will be found a thorough gentleman in every respect, and the experience he has had in the photographic industry will, without question, enable him to be of considerable assistance to all concerned.

I desire at this time to thank my good friends for the courtesies and favors extended me while associated with the Wollensak Company, and trust that I may have the privilege and pleasure of reciprocating for this kindness

by being of service to them in my new position with the Raw Film Supply Co., Inc., 15 E. 26th St., New York City, where I will have charge of the sales and advertising departments.

I hope that they will make my offices their headquarters when in New York City, and assure them that "the latch-string will always be out."

*H. O. Bodine*

## PROMOTION OF TRADE DEPT.

The majority of our dealers are no doubt familiar by this time with the work done by our Promotion of Trade Department. It is therefore not necessary to go into minor details of this matter.

We wish to call your attention again to some of the services rendered our dealers by this department. All inquiries received at our offices, from both dealers and individuals, concerning our product are referred to this department, and each inquiry has individual and careful attention, and everything possible done to assist them, whatever the case might be.

When inquiries are received from prospective purchasers of lenses or shutters, the matter is given careful attention from this end, and the inquiry referred to the nearest dealer, a card being sent at the time, giving the name and address of the person making inquiry, as well as such other details as would be of assistance to the dealer in getting in direct communication or touch with the prospect, so that he can work with us in creating an interest in our products. In a great majority of these cases the combined efforts of our Promotion of Trade Department and the dealer results in a sale.

We are positive that if more of our dealers took advantage of this one feature of our service their sales of lenses and shutters would show a decided increase. Special "Request Slips," as we term them, put up in book form, are furnished gratis to our dealers, to take care of any matters pertaining to our product that they would have us take up with the prospective purchaser. If you have not received a supply of these and can make use of them, we will gladly take care of your request.

## RAY FILTERS

Although we are very gratified at the large sale of our line of Ray Filters which we listed in our previous catalogue, we feel sure that the fact that they were new to the trade and had but a small space in our catalogue, detracted to a certain extent from the larger sale which they would have otherwise enjoyed. In this year's catalogue they will have a full page, and this, together with the fact that they will be furnished from now on in genuine leather-covered, plush-lined cases, should make them comparatively speaking an easy seller.

The list prices and discounts remain the same as heretofore, and we will be pleased indeed to take up this matter in further detail with any of our dealers who might be interested.



Copyright Harris & Ewing, Washington, D. C.  
Made with a Wollensak Series II Velostigmat F:4.5

### ARRIVAL IN WASHINGTON OF "MILLIONAIRE-FOR-A-DAY" MCDEVITT

Scene at the Union Station, Washington, when John Jay, alias "Butch," alias "Millionaire-for-a-day" McDevitt, of Wilkesbarre, Pa., arrived with his statue. From the station he went to a local hotel, where he engaged two rooms, one for himself and one for his statue, which he wants placed in the Capitol in Statuary Hall. The only offer he had for it was made by a Pennsylvania Avenue cigar store proprietor who offered to let it take the place of his wooden Indian.

## DEALERS' PHOTO DISPLAY

The sets of pictures of well-known persons from the studios of Harris & Ewing, Washington, D. C., are about completed, and will shortly start on their journey to our dealers in various parts of the country. While it will be a hard matter to route these so that all of our dealers can arrange to have them on display for a week, yet we are doing everything we can to arrange the routing so that all will be taken care of.

When shipped they will be accompanied by a descriptive sheet giving ideas, etc., for displaying them; and we will only ask that dealers unpack and pack them carefully in the special cases which will be made for same, and see that they are shipped on to the next dealer on the route without unnecessary delay of any kind.

If this traveling display proves of value from an advertising standpoint, we will no doubt arrange to start others out as soon as convenient; and as we will only be able to judge results by the way our dealers feel about the matter after having had them on exhibit, we will appreciate any comments, criticism or suggestion that they might care to send us.

December 29, 1913.

Wollensak Optical Co., Rochester, N. Y.

Gentlemen: I take pleasure in advising you that the No. 3 Vitax lens, ordered from your Mr. Bodine at Kansas City, has received a thorough test during the past four months, and to say that I am pleased with it would be putting it very mild.

I have used all makes of lenses, including the celebrated ———, and your No. 3 Vitax beats them all.

Yours very truly,

R. MORRIS WILLIAMS.

## OUR 1914 CATALOGUE

Our new Catalogue is coming along nicely, but, as is usual in cases where new processes, etc., are used in the manufacture of a product, there have been several delays in completing the work; our printers, however, promise that they will be ready for distribution during the early part of April.

Attention is directed to the fact that many changes have been made in a number of our products. Reductions in list prices will be found in the Series I, II and III Velostigmat, the Symmetrical and Extreme Wide Angle F:16 lenses, and the Three-Focus Symmetrical, which we have renamed the "Voltas."

The three smaller sizes of the Vinco have been increased in speed to F:6.3, the largest sizes remaining at F:6.8.

The new Verito diffused focus lenses have been added to the line, numbers A and B, having a maximum working speed of F:6, which are furnished either in Auto shutter or barrel at list prices of \$15 and \$17.50 respectively. These small Veritos are primarily intended for roll film cameras, but they can also be used to good advantage on small cameras of all types, including the smaller size reflecting type machines.

Minor changes have been made in the matter of focal lengths, working apertures and diameters of a number of our lenses, but they are of no great importance, because the changes as a rule are expressed in minute fractions of an inch.

Attention is directed to the fact that there have been changes in the names and styles of a number of our shutters. The Optimo and Regno remain the same; the Autex has been renamed "Auto"; the Victus the "Victo" and the TIB the "Ultro." All shutters are regularly equipped with wire or cable release, the release in question being a part of the regular equipment of all shutters shipped from factory, whether shipment is made to our dealers or to camera manufacturers who are using our lenses and shutters.

The No. 1 and 1-a Optimos are now supplied (upon order) equipped with a lever setting arrangement instead of the push button,

which makes them entirely practical for fitting to roll film cameras of every description, especially those wherein the view finder is located above the shutter, in which cases (in the old model Optimo) the push button for setting interfered with the view finder, or vice versa.

Our new Catalogue this year will contain forty instead of thirty-two pages; be far more elaborate in finish and more complete in detail than the previous one.

Use the time spent in finding fault with your competitor in trying to increase your business, and you will succeed and feel a great deal better besides.

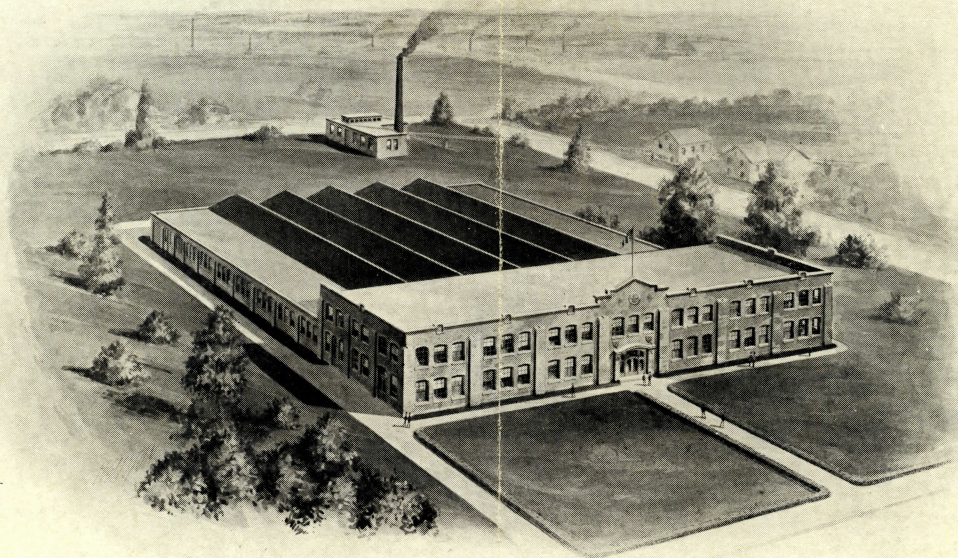


Copyright Harris & Ewing, Washington, D. C.  
Made with a Wollensak Series II Velostigmat F:4.5.

### THE EARL OF KINTORE VISITS SECRETARY BRYAN

Secretary of State Bryan was one of the administration officials who was called upon in Washington by the Earl of Kintore, chairman of the Anglo-American Exposition, which is to be opened in England in the spring. The Earl was accompanied in his calls on the President and the other officials by Oscar Strauss, the former Secretary of Commerce and Labor, John A. Stewart, of New York, and Imre Kirafly, director general of the exposition. It is the desire of the visiting Englishmen to have the exhibits of their exhibition transferred to San Francisco for the Panama-Pacific Exposition in 1915.

Standing, left to right: John A. Stewart, of New York, and Imre Kirafly, director general of the Anglo-American Exposition. Sitting, left to right: The Earl of Kintore, Secretary Bryan and Oscar Strauss.



## OUR NEW FACTORY

Ere this booklet reaches you, we will be nicely settled in our new plant, a bird's-eye view of which will be found above. We have told you in previous numbers of L&S about the increase in working space and other particulars pertaining to the factory, and wish again to extend a most cordial invitation to anyone interested in the industry to pay us a visit whenever in Rochester.

Our plant is the largest one

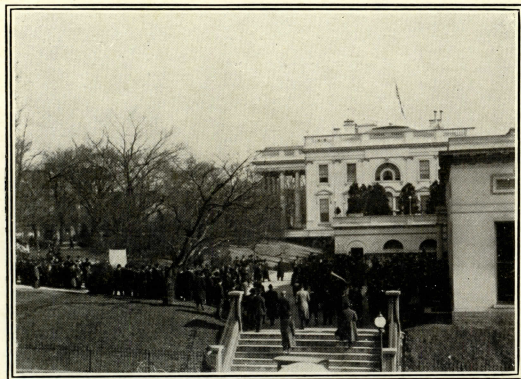
devoted to the manufacture of Photographic lenses and shutters, and is modern in every respect, and being situated in the outskirts of the city, will make just a short, pleasant jaunt from any of the hotels. Take Clinton Ave. North car and we will arrange to take care of you when you visit us, and endeavor to do everything that we possibly can to make your visit as pleasant and profitable as possible.

## LENS CASES

All Velostigmat lenses shipped from March 1st, and on, will be packed in beautiful leather cases, lined with velvet. These cases will be furnished with Velostigmats that are mounted in barrel, or the various shutters of our manufacture, and we are sure will assist our dealers in disposing of these distinctive objectives, as there is no question but that a case gives a tone to a product that can be obtained in no other way.

New cases are also being made for our ray filters, and as well our sets of six auxiliary lenses which are having an extensive sale.

Get in line with Nature,  
and you get in line with Success.



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Made with a Wollensak Series II Velostigmat F:4.5

### SCENE AT WHITE HOUSE WHEN 600 SUFFRAGISTS CALLED ON PRESIDENT

Six hundred working women called on President Wilson and presented a plea for equal suffrage. This picture shows the crowd entering the doors of the Executive Offices of the White House. The President smilingly evaded a direct answer to their petition by reiterating that his position had its limitations and that he could speak only for those things for which his party had declared. This is the first time in history that such a deputation has been received at the White House.

The smart man never says what he thinks. He says what you think.

## MAIL ORDERS

The remarkable increase in purchases through the mail in the past year has proved very interesting for a number of reasons, the principal one being that it demonstrates to our satisfaction that the purchasing of lenses and shutters by the average dealer is handled in an entirely different way than other commodities.

In one afternoon's mail we received the following orders, and it is interesting to note that they not only include practically all products in our line, but come from all sections of this big country:

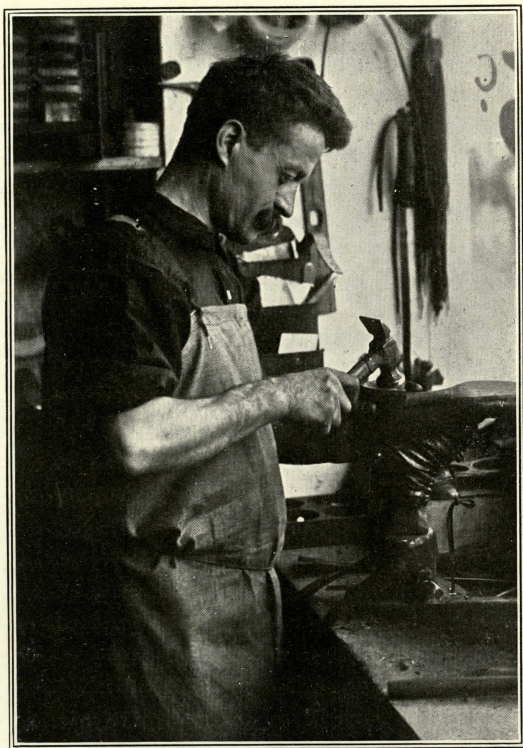
Philadelphia, Pa.	1 8x10 Series II Velostigmat in barrel
Logansport, Ind.	1 3¼ x 5½ Ser. I " in Autex
St. Louis, Mo.	1 8x10 Series II " in Studio
Min'apo's, Minn.	3 6½ x 8½ Versar in Studio
	2 5x7 " in "
	1 10x12 " in "
Philadelphia, Pa.	1 3¼ x 4¼ Vinco-Anastigmat in barrel
	1 6½ x 8½ Symmetrical Wide Angle in barrel
Dallas, Tex.	1 No. 3 Vitax in Studio
New York City	1 4x5 Verito in Regno
St. Paul, Minn.	1 6½ x 8½ Verito in Studio
Boston, Mass.	4 No. 2 Vesta in barrel
Chicago	1 8x10 Versar in Regno
Detroit, Mich.	1 No. 5 Ray Filter
Effingham, Ills.	1 8x10 Series II Velostigmat in Regno
	1 5x7 Series I " "
Beatrice, Nebr.	1 3¼ x 5½ Ser. I " Optimo
Milwaukee, Wis.	1 No. Vitax in Studio

This is not an exceptionally large number of orders for a single mail; in fact, it was received at a time of the year when the sale on the higher grade, or more expensive lenses, begins to show a decided decrease. The orders in question were received in the afternoon of November 3rd, 1913.

Another reason why a dog is man's best friend is that he can muzzle the dog if he wishes.

## No. 1 REGNO SHUTTER

On account of the very small demand for the No. 1 Regno in previous years, we have discontinued its manufacture, and in its stead recommend the No. 1 Auto or Victo.



Copyright Harris & Ewing, Washington, D. C.  
Made with a Wollensak Series II Velostigmat F:4.5

### HE MENDS SHOES OF THE PRESIDENTS

F. Sumner is the Washington cobbler who mends the shoes of the Presidents. His tiny shop is located not very far from the White House and some of his best customers have been the Presidents and their families. McKinley was his first presidential patron and all the rest have followed suit. T. R. he says was his best customer, but it took more leather to fix the foot gear of President Taft. McKinley, he remembers, wore square-toed gaiters; Roosevelt had a liking for tan shoes and President Wilson wears the lightest weight shoes of any of his predecessors.

## VELOSTIGMAT PRICES REDUCED

### NEW LISTS NOW IN EFFECT

The fact that we will be moved into our new factory by the time this issue of "L&S" is distributed, where we will have greatly increased facilities for manufacturing our product, has made it possible for us to reduce the list prices on the Series I, II and III Velostigmats, but in so doing we have not reduced our discount to the trade, and feel sure that the new prices, together with the number of important changes that have been made in the construction of and mounting of the lenses, will enable our dealers to sell a greater quantity of Velostigmats during the year 1914 than ever before.

The new lists go into effect March 1st.

### SERIES I VELOSTIGMAT F:6.3

SIZE	With bbl. or Regno shutter	With Auto shutter	With Optimo shutter
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	\$ 23.00	\$26.00	\$33.00
4 x 5	27.00	30.00	37.00
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	27.00	30.00	37.00
5 x 7	35.00	39.00	47.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	53.00	57.00	65.00
8 x 10	65.00	70.00	80.00
11 x 14	112.00		

### SERIES II VELOSTIGMAT F:4.5

3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	\$ 32.00	\$37.00	\$43.00
4 x 5	38.00	43.00	49.00
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	38.00	43.00	49.00
2 x 7	45.00	50.00	57.00
5 x 8	60.00	65.00	72.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	73.00	78.00	85.00
8 x 10	110.00		
11 x 14	180.00		

### SERIES III VELOSTIGMAT F:9.5

5 x 7	\$ 28.00	\$30.00	\$38.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	34.00	36.00	44.00
8 x 10	43.00	45.00	53.00
11 x 14	65.00	67.00	75.00

"There are cheaper Anastigmats, but they are not as good. There are higher priced ones, but they are no better."

## SPECIAL NET PRICES

We are sending out at this writing special net prices on the Voltas Three-Focus Symmetrical, R. R. Convertible and R. R. lenses, and we feel quite sure that the new prices given will prove of interest to a great majority of our dealers. They are the lowest we have ever quoted, and the product is better than heretofore, for the reason that we have standardized these objectives as regards focal length, working apertures, finish, etc.



Copyright Harris & Ewing, Washington, D. C.  
Made with a Wollensak Series II Velostigmat F:4.5

### MISSOURI 'COON WITH GOLD TOOTH COMES TO WASHINGTON

When Edward F. Goltra, the Democratic National Committeeman from Missouri came to Washington the other day, he brought with him an odd present for Senator "Bill" Stone. It was a raccoon with a gold tooth. His name is "Ben" and after he had visited the President and the other officials he took up quarters in the Senator's waste basket and promptly went to sleep. "Ben's" gold tooth is explained by Mr. Goltra as being the result of the fight which resulted in his capture. One tooth was knocked out and a kind hearted dentist consented to save him from permanent disfigurement by inserting the golden substitute. "Ben" will make his home henceforth in the National Zoological Park in Washington where the other 'coons will probably be consumed with envy when they get a good look at his "golden smile"

## LOOKING AHEAD

Reports from all sections of the country make us sincere in the belief that this year will be a banner one in the sale of higher-priced products of all descriptions. We received many very pleasant and encouraging letters since the first of the year; we take pleasure in reproducing herewith several of them, and trust that the optimism shown by these dealers as far as this year's business is concerned is felt by a great majority of our good friends in the trade.

From Frank R. Barrows, Ex-President Photographers' Assn. of America:

"I am just as busy as I can be, and the good qualities of your lenses are to be given their share of credit in my success."

Wollensak lenses, while listing at lower prices than some competing lines, are not sold on price, but on *quality*. We give herewith extract from a letter, and are receiving many similar comments from our dealers:

Augusta, Me., July 15th, 1913.

"My lens customer has decided to keep the Series II Velostigmat, and you may be interested to know that it was tried out with a lens of same type, costing at retail almost fifty dollars more, and the Series II Velostigmat was selected as the best, regardless of price."

H. R. MANSUR.

135 Higashi, Nibancho, Sendai, Japan,

Nov. 10, 1913.

Dear Mr. Bodine:

The Vinco lens and shutter that I ordered from you arrived in good condition some time ago and is now in use. I have delayed acknowledging the receipt of it till I should have time to give it a trial. I have recently returned from a little trip on which it has been my companion, and I want to report to you that I am more than pleased. It is just what I needed to enable me to get some of the many interesting scenes that are constantly presenting themselves to me. You probably know that the atmosphere here requires a longer exposure than is needed in America. As a result, an ordinary rectilinear is not of much use; snap shots with them are out of the question, except under the most favorable circumstances, and a tripod is only an aggravation. So, you see, the Vinco not only means better pictures than I have been getting, but good pictures when I could not get anything at all before. The shutter, too, is fine; it is so quiet that I can take photographs without the party concerned knowing anything about it. I am very much delighted with the outfit.

Very cordially,

H. H. CASSELMAN.

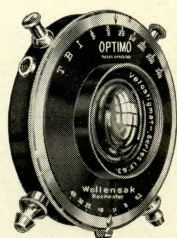
Sec'y and Treas. The Japan Mission of the Reformed Church in the United States.

## NEW CUTS

Preserve this for reference when Cuts are Wanted

We are now prepared to furnish new cuts or plates of our entire line, as shown on this and the following pages. In ordering same, it would be advisable to give name of lens and its mounting, as well as the number of cut. This will avoid mistakes in filling your order. These cuts, as in previous years, will be furnished without charges of any kind; sent prepaid immediately upon receipt of your request.

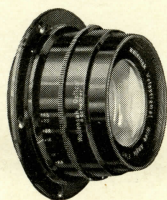
We are always prepared to furnish photos of retouched photos of any of our products upon request, and without charge.



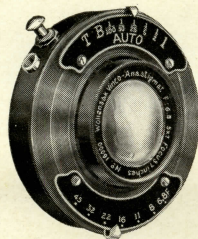
No. 1.  
Series I Velostigmat in  
Optimo shutter



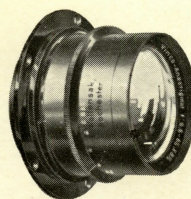
No. 2.  
Series II Velostigmat in  
barrel



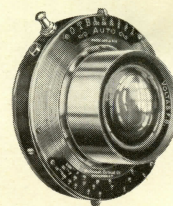
No. 3  
Series III Velostigmat in  
barrel



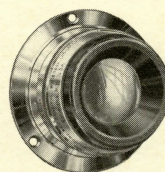
No. 4.  
Vinco-Anastigmat in  
Auto shutter



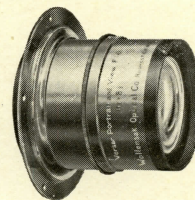
No. 5.  
Vinco Anastigmat in  
barrel



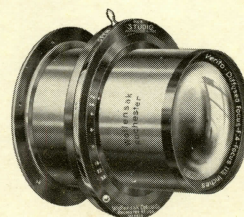
No. 6.  
Voltas F:8 in Auto  
shutter



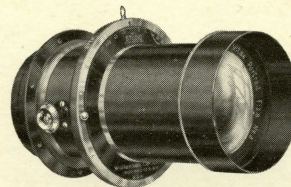
No. 7.  
Extreme Wide Angle in  
barrel



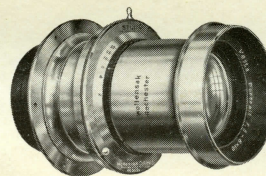
No. 8.  
Versar in barrel



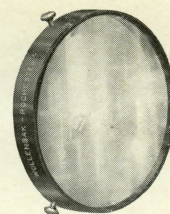
No. 9.  
Verito in Studio shutter



No. 10.  
Vitax in Studio shutter



No. 11.  
Vesta in Studio shutter



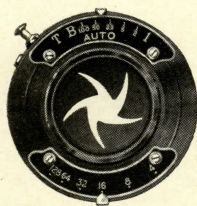
No. 12.  
Ray Filter



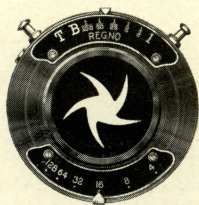
No. 13.  
Wollensak Trophy Cup



No. 20  
Optimo shutter



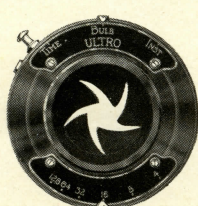
No. 21.  
Auto shutter



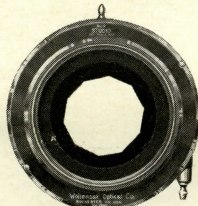
No. 22  
Regno shutter



No. 23.  
Victo shutter



No. 24.  
Ultrio shutter



No. 25.  
Studio shutter

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other particulars  
will be found  
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## OUR APRIL AD

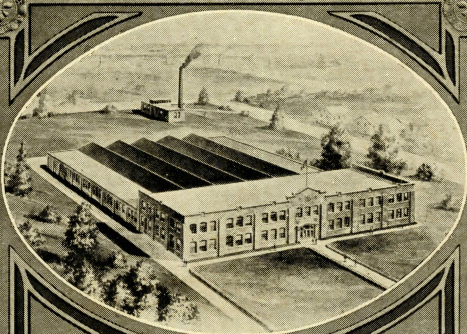
Ambition, next to extraordinary ability, is the best equipment that a man can have.

"I was surprised that your Vinco lens covered a 5x7 plate very satisfactorily at full opening. The picture of the train taken with this lens and Optimo shutter at 1.300 of a second proves the indicated speed to be far more correct than that of the Focal Plane shutter working at the same alleged speed, and although the train was going thirty miles an hour and the picture taken at a distance of some sixty feet, giving an angle of about thirty-five degrees. This picture was taken with an 8-inch lens; shows no motion and, better still, no distortion."

H. KROENING, St. Paul, Minn.

Nothing hurts quite so much as indifference. It makes you feel better to be roundly cussed by a man than to have him act as though he didn't know you were alive.

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HAS MADE IT POSSIBLE  
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OUR MARCH AD