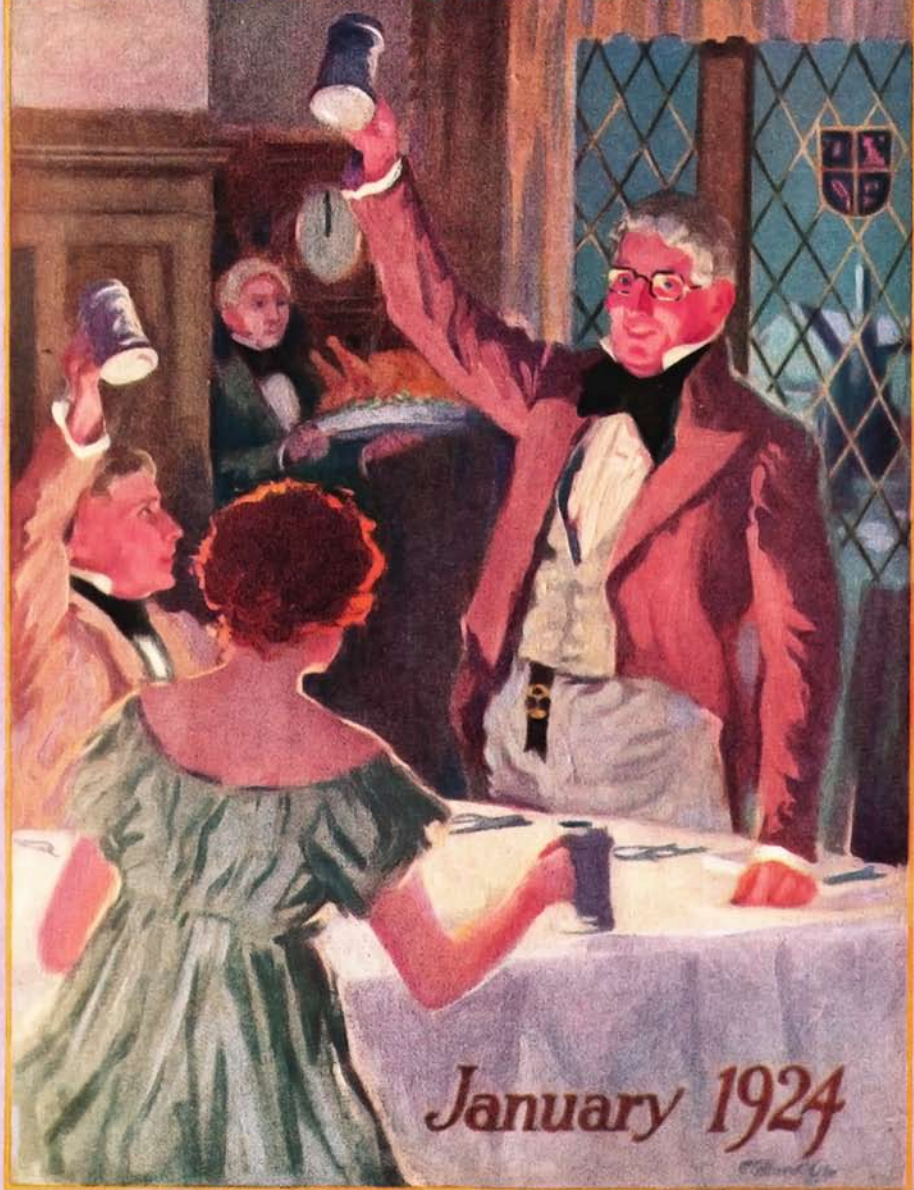


The Shur-on Chronicle



To The New Year

The Shur-on Chronicle



THERE are these great gifts we sincerely hope the New Year bestows on you in abundance—Work, Peace, Health—the three foundation stones of Happiness.

May you have them to your heart's content.

Shur-on Optical Company, Inc.

The Shur-on Chronicle

THE SHUR-ON CHRONICLE
ROCHESTER, N. Y.

Published by SHUR-ON OPTICAL CO., Inc.

A magazine dedicated to advancing the interest of everything optical; a magazine of inspiration; a magazine setting forth the advantages of Shur-on Products and the breadth of Shur-on Ideals.

JANUARY, 1924

Well, Here We are Again

WE sometimes wonder what sent all these three festive occasions huddling together at one end of the calendar—Thanksgiving, Christmas and New Years. We've even considered the foundation of a new society—we are in dire need of about 600 more organizations, clubs, and orders in this country—to rearrange the coming of calendar events so that all these three important and joyous days wouldn't bunch up within a brief six weeks period. It really is quite a tax on the digestive system under the present arrangement.

But, anyway, The New Year is upon us. We are one year older; the Shur-on Chronicle has rounded out another year of calls upon you; we have sent you our best thoughts and the best thoughts of a few other carefully selected writers through the cycle of another twelve months.

During the past year, the Shur-on Chronicle has added to its contributors Mr. C. H. Claudy whose excellent articles have appeared regularly each month under the various titles. So many of our readers have expressed their interest in these brief treatises that they will be continued through the coming year.

We have recently added a humorous monthly article by Ichi Hoko, whose sprightly wit and genuinely quaint phrases have made a very distinctly favorable impression on most of the

Chronicle's faithful readers. These articles will be continued.

The window suggestions which have appeared nearly every month have sowed seeds all over the world. We have received many excellent photographs of window-trims inspired by these published ideas. And these, too, will continue as regularly as expedient.

"Little Style Talks with the Stylish" have given much mental fodder to the alert readers of the Chronicle—many have told us so—and we hope to continue these during the coming year.

Chronicle covers have met with very gratifying reception nearly everywhere. The comments have been so warmly enthusiastic that—even though our paintings and our plates represent a very large and apparently unproductive investment—we know that our special efforts to cover suitably our own little magazine are finding favor with our valued readers.

Now, we have a favor to ask of you—*please*. Enclosed with this Chronicle is a card which we ask you to return to us. It will indicate your interest in the Chronicle. This card is addressed back to us. If you want to continue to receive our little magazine just put a one-cent stamp on the return card, sign your name, and mail it back to us. We surely do want you to receive and read the Chronicle—but only if *you* want to. So, if you do care about seeing us each month just invest one penny stamp and your signature and address—and promptly, please, so you won't miss any issues.

And now, friendly reader, kindly commentator, helpful critic—Happy New Year and many, many of them.

The Editor

The Shur-on Chronicle

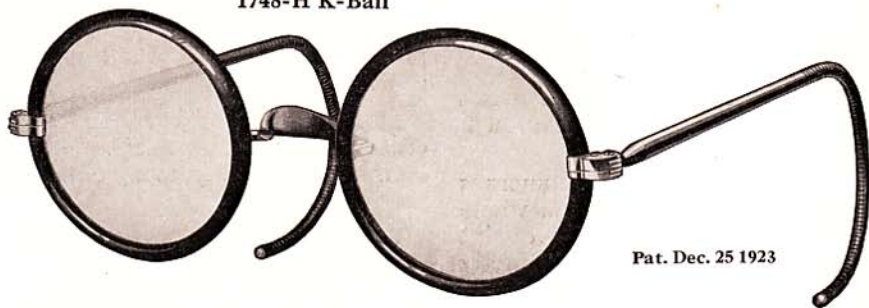


For the "Hard Knocks" of Business Wear and Tear

There isn't a more practical, a more dependable or a more proper frame made—than Twintex—in either the light, medium or heavy weights to meet one's individual taste and features.

Mechanically, it is far superior to any other frame which ever crossed a fitting table. The patented, double grip, double brace, wobble-proof joint alone is an exclusive Twintex feature which rightly demands your endorsement. Just try it—we'll gladly send samples!

Shur-on
1748-H K-Ball



Pat. Dec. 25 1923

How Small Can We See?

By C. H. CLAUDY

IN THEORY, there isn't any limit. In practice, there is a very decided limit. A speck of dust less than the one one hundredth of an inch in diameter is not easily visible, even against a contrasting background, at ordinary eye distance. Yet the natives of northern Russia claim to be able to see, with the unaided eye, the moons of Jupiter, the largest of which is probably not more than one hundred miles in diameter, and which averages four hundred thousand miles distance. The same eye which can see the moon of Jupiter unaided, ought to be able to see a luminous speck .0045 inches across at ordinary reading distance of 18 inches.

As a matter of fact our perception of a luminous spot is much finer than that of a non-luminous one. We see stars of such infinite distance that the figures in miles are quite meaningless to our minds. A few of these have their approximate diameters known so that we know the angle their disc must subtend to our eyes; it is so small a fraction of a second of arc as to be, like the miles, meaningless. Yet we do see the star, or at any rate, we perceive a source of light. Not even the most powerful telescope resolves such stars, so we cannot say we see "it" but only a manifestation of "it."

If we turn to the other extreme and ask "how small can we see in a microscope?" we have another answer altogether. The most powerful microscope; meaning by power, ability to magnify, and not to resolve or show detail; can, by means of which is known as the ultra-microscopic principle, show us the existence of particles of a size so small that one must first explain the terms by which one tells

how little they are before speaking of their size.

As most readers are aware, a micron is the one millionth part of a meter (49 inches plus) or the one thousandth part of a millimeter (.039). A micron, then is .000039 inches.

The ultra microscope shows particles of .004 micron size; that is .000039 inches divided by .004? .000000156 inch.

Doesn't mean so much to one's mind, does it?

We have never yet succeeded in "seeing" a light ray across its diameter; so small a particle of space, even if filled, cannot, does not convey any impression to our eyes. Even in the ultra-microscope, we do not resolve the particle which is four thousandths of a micron across; we merely recognize its existence as a speck in a field of darkness. So we have still a little way to go, to explore. But we cannot explore indefinitely. For when the size of the object we would "see" gets down to the size of the rays of light by which we would "see" them, we run into a fundamental difficulty of sight; to see anything it must reflect light. If the object is so small that not all of a ray of light could be reflected from it, we see, not the object, but color caused by the dispersion of that light ray, by its being broken up in the process of reflection.

All of which doesn't prove anything at all, does it? Except that, to have been able to dig down so deep in Nature's secrets we had to have, not only eyes, but lenses; not only lenses, but the very finest kind of lenses, and the man who used them had to have perfect eyes—or *eyes made perfect for use by the oculist, the optician and the optometrist.*

Service

THE true meaning of words and terms is often dulled by over-use. We apply them too thoughtlessly. No word is so all embracing or possesses so significant a meaning as Service. Yet the actual interpretation—the thing that is meant for service many times falls short.

Service means to promote the interest and welfare of the person or cause that is intrusted to our care. Service means to give unstintedly, to supply with all sufficiency, to minister without restraint. This unreserved service is the ideal service of the true professional man, and is the aim of thousands of men and women who have dedicated their lives to the relief of humanity.

Professional ocular service must be rendered chiefly thru the agency of lenses. The worth or value, the sufficiency and helpfulness of the service is largely dependent on the standard of the lenses used. The lenses must be of the greatest precision and accuracy, they must possess in the highest possible degree all those elements required for perfection. Otherwise their functioning will be limited, and the purpose for which they were intended largely nullified.

The purpose of the Ultex Onepiece Bifocal is to supply the precision, the accuracy, the scientific merit, the utility and adaptability absolutely essential for the proper translation of professional service to presbyopic patients. The Ultex makes your service complete. It brings it up to the ideal standard. It is the medium that truthfully puts *you* into the work that you render.

Kirstein Optical Company
Rochester, N. Y.

A Fable

ONCE upon a time there was a bailiwick known as Skagg's Corners. It had five churches, three underpaid ministers, and, among other necessities, two Opticuses. One's name was Klook.

Klook was the original hug-me-tight, financially speaking. He believed that it is more blessed to receive than to give and that to *hang on* had both these processes licked to a fare-you-well and hollering for succor.

Klook not only had the first simoleon that had wended its unsuspecting way toward him, but had married it to every iron man that had wandered blithely his way—and *he was absolutely opposed to divorce.*

Klook's pockets were lined with No. 6 fish-hooks—money would go into them, but hands wouldn't—comfortably.

One day a dame with the witching manner of a solicitor ambled into Klook's sanctororium, chirrupped with that rising inflection artfully prosecuted by the professional seekers "Mr. Klook?"

"That's me," bassoed Klook stepping in front of the safe and feeling in his whiskey-pocket for his pocket-book just to make sure it was there.

"Mr. Klook," pursued the dame, "I represent the Ladies Aid Society"—

"Nothing doing" snapped Klook and dashed for the shop, slamming the door behind him.

So Mrs. Van Potten, the interviewer, who had made up her mind to buy and finance through the Ladies Aid, complete examinations and glasses for the 1800 patients at the County Hospital, went to Klook's competitor who had no fish-hooks in his pockets and no marble in his dome.

MORAL: Give and Get or Get and Give. You can't lose either way.

Success

He has achieved success who has lived well, laughed often, and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem, or a rescued soul, who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others and given the best he had; whose life was an inspiration and whose memory is a benediction."

Robert Louis Stevenson



A Morning Wish

The sun is just rising on the morning of another day. What can I wish that this day may bring to me? Nothing that shall make the world or others poorer, nothing at the expense of other men.

A few friends who understand me, and yet remain my friends.

A mind unafraid to travel, even though the trail be not blazed.

An understanding heart.

A sight of the eternal hills and un-resting sea, and of something beautiful the hand of man has made.

A sense of humor and the power to laugh.

A little leisure with nothing to do.

A few moments of quiet, silent meditation.

And the patience to wait for the coming of these things, with the wisdom to know them when they come.

—Selected.

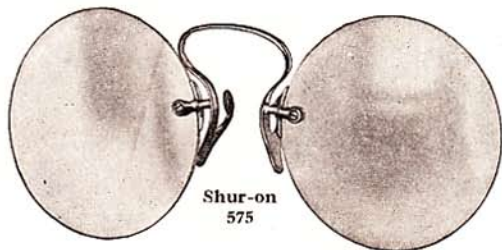


Advertising can ruin your business—your competitor's advertising.

For Formals



FASHION dictates the formal—Propriety rules it. Everybody listens to their say and so, when you put fashion and propriety on your sales staff, they're bound to prove go-getters. For the dignity and refinement of formal wear, these two subtle salesmen pronounce Shur-on 575, one piece mounting in white gold, "just the thing," because of its neatness, gracefulness, inconspicuousness and exquisite beauty.

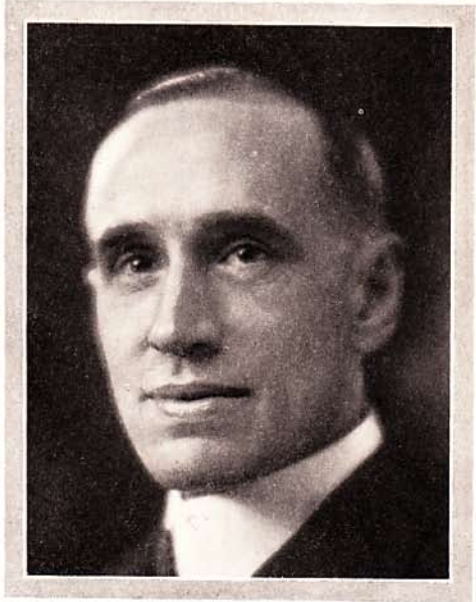


William L. Waldert Resigns from Shur-on Directorate and Sales Force

WO have worked continuously for thirty-two years for one house, and to have aided so materially in the growth of that house, is a record which is unique and extraordinary, and such a record speaks eloquently of rare qualities, of fidelity and steadfastness of purpose. Mr. Waldert came to this house when its entire staff numbered not more than eight people, and contributed toward all its progress. No one could have begun when the house was much smaller, and no one could have been more thoroughly equipped by experience and familiarity with a business for honest, truthful and successful salesmanship.

How well Mr. Waldert has represented Shur-on is written into the history of his company's progress, but it is also written indelibly in the hearts of the countless friends who have waited for Billy to come—"Billy" of the always-ready and sincere smile, "Billy" of the straight-word, "Billy" of the quick sympathy, a real gentleman, a real salesman, a distinguished representative of his house, its policies and its progress.

Using the phraseology of diplomas, Mr. Waldert relinquishes his territory to some man with, "all the rights, privileges, and immunities appertaining thereto." To follow Mr. Waldert on the territory that he built up, and to represent the house as he would like to see it will call for salesmanship of unusual order, for tact of high rank, for pertinacity of the "never licked" kind, for friendliness of the 22 Karat gold variety, and for keen, clear thinking. For these are the qualities that have made "Billy" Waldert the outstanding success that he is; these are the qualities that have made "Billy"



loved as he is and missed as he will be.

But our loss and your loss is a distinct and gratifying gain in other ways, for the Waldert Optical Company, which Mr. Waldert with A. E. Whelpley established here in Rochester eight years ago, has grown so remarkably that it now is housed in its own beautiful building on East Avenue, the elite shopping street of Rochester. It is this expansion that makes Mr. Waldert's retirement from the road to devote all his time to his business, necessary.

It is the privilege of the Shur-on Chronicle to bid farewell for Bill to all you who have greeted him so cordially for so many years; it is our privilege to bid Bill the best of good luck for every one of you; it is our hope that Mr. Waldert's successor may earn your good-will and your support as he has.

The Shur-on Chronicle



*The Twintex Smile
is your opportunity*

Ichi Hoko Tells the World

The Viewpoint of a Jap Waiter

FOR LONG time I did not get the significance of urgings to do Christmas Shopping early, some stores suggesting that we make the beginnings in August but now I see it are a sensible plan. It gives the other people strong hint to do like wise, and what you get that you don't like you can pass along to some one else. When Christmas presents are thus circelated around in advance it sometimes saves a lot of unnessary buying.

I get fooled in miserable manner while makin Christmas buyings last month. Politish young lady she invade place and make the inquirings if I do not wish to purchase some Christmas seals. I ask that she should quote price and she figger some mentally and tell me she think two dollars be bought right.

I am amaze at reasonableness but tell her to call nex day and I give decisive answer. I make some inquirings regardin what seals should be worth and I am astounded that such a chance should be possible. When smiling young lady come in nex day I close the bargain with feverish impashuns and tell her to deliver seals at house where I have place all prepare for them. "Oh," she say, "I give them to you now. Thank you so much," and she hand me a roll of postich stamps with Sandy Claus pitcher on them.

Migod, I thot I was a buying animals.

Optical fren what I am acquainted with he tell me that business are now a gettin lively what with the dark days movin picters and people tryin to figger out their income tax, trade in his line are extry ordinary heavy.

"Then movin picter industry are of considerable benefrit," I presume confidgly.

"It are, but not as much as it should," he devulge cryptically, "If you notice when crowd comes out of pitcher show, they come a battin and blinkin their eyes, after a two-hour strain, and if they ain't got extry strong vision it is a going to put their lamps on the bum. They lots of time have a headache and cuss the management for the poor ventilation, when they ain't nothin the matter but too steady lookin at the hero and the villain a flickerin through five or six reels. Evverbody that is a motion picter fan should have his eyes tested and fitted for glasses to use in the theater. The censors are allus a worrying that parts of a play are a goin to ruin the morals of a unsuspecting audience, but a badly focused film or rotten lighting and uneven projecting will do a heluva sight more harm."

"People's morals must be pertected," I abjure sentimentally.

"Yes, I spose so," he magnify, "but why pick on motion pitchers? Why not devote a little attention to yellow newspapers and sassy musical comedies."

"Would rekermend also that people what go to see modern musical show, they should also have speshully fitted glasses?"

"No," he say disgustingly, "What they need is ear muffs."

"Who are your favorite motion picter actor?" I ask for information.

"Harold Lloyd," he come back decisively, "He are the only one in the whold bunch that gives the optical goods industry a boost."



CLASS OF SERVICE DESIRED	
Telegram	<input checked="" type="checkbox"/>
Day Letter	<input type="checkbox"/>
Night Message	<input type="checkbox"/>
Night Letter	<input type="checkbox"/>

Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM

WESTERN UNION TELEGRAM



NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Receiver's No.

2324

Check

Time Filed

Send the following message, subject to the terms on back hereof, which are hereby agreed to

To All Optical Specialists 1/1/24 192

Street and No. (or Telephone Number) Alert Street

Place Anywhere

Immediate deliveries from stock on All-Shelltex Frames

in Regular 10 Assortments with inset or regular bridges.

38 and 40 m.m. eyes with 6" Korflex Temples - 38 and 40

eyes with 6" and 6 $\frac{1}{2}$ " K-Ball Temples.

Wire your orders - we'll fill at once. Name your jobber.

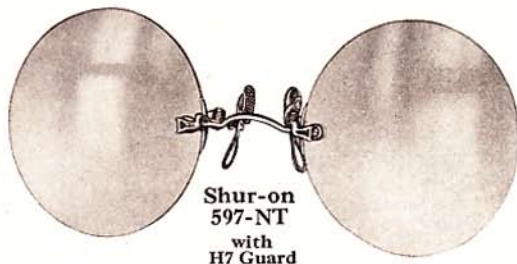
Shur-on Optical Co.

Rochester, N. Y.



For Evening Wear

FROM the standpoint of propriety and also of beauty—your patients will want and appreciate rimless eyeglasses—correct, reliable, time-tested Shur-ons, mounted in beautiful, exquisite white gold. Recommend them. Think! Propriety and beauty and a time-tested name—three powerful sales levers are on your side. Remember, too, that selling white gold is largely a matter of presentation.



Something With Which to Trim Your Windows

Thought! Try putting some Thought in your windows and see if the people don't respond—they usually do.

Anybody can dump a few glasses onto a piece of velvet in the windows and then spend a half hour debating with the head clerk whether or not that pair of goggles shouldn't be a half inch nearer the front. And many optical specialists do that sort of thing regularly—forgetting that—

a good window is one that sells an idea

Put a lot of spectacle frames, cases, binoculars, magnifiers, barometers, and thermometers in your window and the only people you'll attract are the people who make those things, your competitors and people already interested (many of whom have just bought and are interested for that reason.)

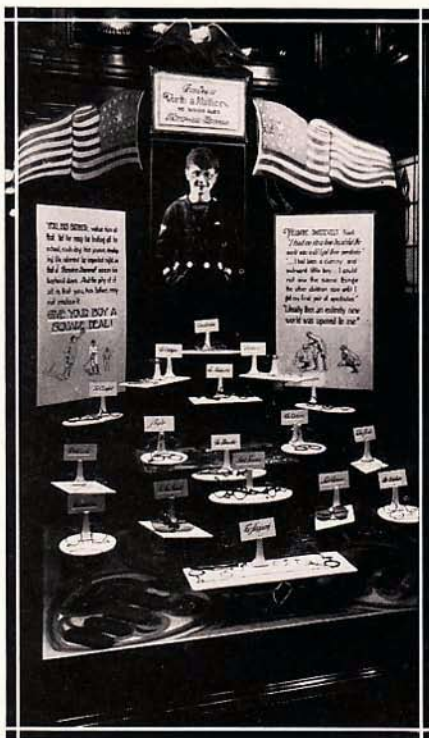
A good window, an effective window is one that "will stop the feet and start the mind." A good window arrests the attention of the man on the sidewalk, invites his eye, and then gives his mental teeth something to bite on. A good window sells an idea—like a good advertisement.

And remember that simple ideas and single ideas are easier to get across than complicated ideas or many ideas. Tell one story in each window you install and tell it so forcefully and so dramatically that your message is clear, quick, clean—the "read as you walk and carry it with you" kind.

Try trimming your windows with Brains.



The voice with the smile wins—so do the glasses in style.



HERE'S another good window from one of the three big Aloe Stores in St. Louis. It does exactly what we suggest in the other column on this page.

It arrests the attention by a striking display, an interesting, inviting one.

And it sells an idea—the great, big moving idea of taking care of the children's eyes. "Give your boy a square deal" is the message on one large card; Roosevelt's dramatic testimony occupies the other card, and both are illustrated with drawings of the National Game. Fine!

This is a very skilful presentation of the human interest side of glasses—to what people are really alive, and, displaying as well the various kinds of glasses it is an added tie-up to the main selling idea.

Let Every Window Sell an Idea!



FOR THE DIGNITY OF PROFESSIONAL WEAR

and for its dependability, its scientific accuracy and its enduring quality—back up *the* unlined frame (Shelltex Shur-on) which will always back you up—and prove a credit to your service—a day by day booster for you. Available in cherry, crystal, brown mottled, demi-amber, duo black and duo cherry rims—all with sturdy, sure-grip clamps.



Your Income Tax Return for 1923

By A. M. BURROUGHS

Burroughs Adding Machine Company



LAST April a revenue agent from the internal revenue collector's office in San Francisco walked into a tailor's shop and asked for the tailor's books covering the years 1917 to 1922.

"Books?" the tailor asked with some surprise. "Why, I've never kept any. My business only runs from thirty to forty thousand dollars a year. Not much use of keeping books for a business that size."

The revenue agent stuck to his guns. "No matter whether your business is big or small, the government says you must keep adequate records. The collector has ordered me to check over your income tax returns for the last five years."

The tailor had to face the music. He consented to an audit of the accounts in question.

Six weeks later he turned in to the Collector a report of that audit. It showed that he owed the government \$600 in back taxes. "And on top of that," he told the revenue agent "the audit itself cost me a whole lot more than \$600."

The government does not want to hamper or embarrass the retail merchant. It wants only facts. It reserves the right, by law, to send a revenue agent into your place of business tomorrow, next week, next month or next year to check over your income tax return.

Before March 15, 1924 you must report to the government facts like these:

Cost of Goods Sold. To get this figure add your inventory as of January 1, 1923 to your merchandise purchases for the year and from that total subtract

your inventory as of January 1, 1924.

Gross Profit from Sales. From your total sales for the year subtract your cost of goods sold to get this figure.

But so far you have only computed your gross profit. Now to find the net profit:

Expenses. This is a total of such items as rent, light, heat and power, postage, telephone and telegraph, interest, discounts and allowances, salaries, taxes and insurance, delivery expenses, depreciation and general expenses.

Net Profit. As you have now computed your gross profits and your expenses it is not difficult to find your net profit. Subtract expenses from gross profit and the result is net profit.

To this figure there may be some additions for such items as discounts earned, interest received and miscellaneous items; and subtractions as bad debts and other losses.

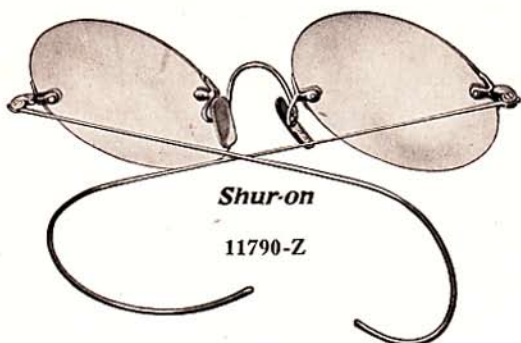
These in the main, are the facts which the government demands from adequate records.

What are adequate records—records that the government will respect not only on March 15, 1924 but on any other day that a revenue agent may happen into your store?

In brief they are records that show how every item of income and outgo is handled and wherein it is represented on the return itself.

More specifically, the government demands a record of every business transaction that took place in your establishment during 1923.

Readers desiring detailed information about this method immediately can obtain it by writing to the editor who will see that it is forwarded to you.



Permits a Real "Custom" Fit

NOT merely is this rimless spectacle neat, graceful and sturdy, but it achieves real distinction and exclusiveness because of its ingenious bridge pads. Not alone because they support the entire frame comfortably on the nose, lifting the bridge slightly away so it can't cut or scar, as well as relieving the temple tension behind the ears, but mainly because these bridge pads enable you to really give your patients a true custom fit. A carefully fitted Z bridge spectacle is a perfect fit of lasting comfort and satisfaction. Customize your service by using Z bridge spectacles—in rimless, lined and unlined Shelltex.



Business Last

Special Chronicle Interview

A stirring heart to heart talk with Young America

By JOHANNES K. BLAAH

OUR interviewer found the distinguished goof seated in his refracting room playing Grieg's classic idyl "Ja Wir Haben Keine Kartoffeln," on a steam piano. The noise was deafening, as it should be in a refracting room.

I whipped out my note-book, and asked for a few sage opinions for the uplift of young Optamerica.

"Tell these boys in the schools to forget it," said the Doctor. "This higher learning is the bunk. I graduated from correspondence schools, slipped a State Official a few dollars for my diploma, and have practiced ever since."

"Do you pay your bills, Doctor?" I queried. "No, I change jobbers instead," answered the eminent one. "Anyone can pay bills. My wife takes in boarders, anyway."

"Have you any professional standing, Doctor?" I questioned.

"Yes, unquestioned. Why only last week I was called before an eminent group of men and my opinions sought with a good deal of interest." I stuffed the court calendar a little farther into my pocket.

"How do you stand on follow-up letters?" I asked.

"I sit on 'em. My competitor across the street uses them and doesn't have time for recreation. I much prefer the steam piano to the bell on the National Cash Register."

"What is your opinion about newspaper advertising?" I questioned while plying my pencil.

"A pure bunk scheme promoted by the manufacturers of rugs, linoleums, and flooring. My competitor across the



JOHANNES
K.
BLAAH

*"Earth hath no
double from this
mould"*

street employs an advertising man to write his ads, pays the papers to publish them, and just recently had to put a new floor in his place after a very few years. My floor hasn't needed attention in over 30 years."

This was an entirely fresh viewpoint and I made a note to see what could be done about it.

"Well, how about windows?" I asked. "Do you think good windows are of benefit?"

"A mistaken idea," said BlaaH. "My competitor across the street—one of the nastiest, meanest, most contemptible men that ever lived—uses window trims supplied by the big optical factories all the time. He's got one in his window now that has a different oil painting reproduction every month. Just proves his complete lack of understanding and his grasping nature. It's an unfair advantage he's taking." Here, too, was an original point of view.

At this juncture, the steam piano started coughing violently and the Doctor, grabbing a monkey-wrench, dove for the cellar.

So I went out and stood on the sidewalk in the cool air so that my mind, which had become violently agitated by the contact with the super-intellect of Doctor BlaaH, would become calm.

That mean, contemptible competitor across the street was nasty enough to have three assistants busy and four people waiting. But he had no steam piano in his refracting room, I felt sure.

One Way to Increase Your Business

EVERY once in a while appears in some good magazine or newspaper or house-organ or trade-paper a splendid, forceful article on The Care of the Eyes. Millions have read and are reading these articles.

Every once in a while a speaker addresses schools, clubs, societies, and general gatherings. Millions hear these speakers. And there are very good mailing pieces ready for enclosure with your mail. These can reach millions.

All this effort is pointed to one thing—to increase the public's regard for their eyes, to teach conservation of vision, to make grow the public appreciation of you and your services. This is business insurance for you.

You can increase your patronage by tying up actively, to the organization that is doing this work.

**Join the Eyesight
Conservation Council—Write today!**

Another Way to Increase Your Business

AMERICA is being made Optically Style Conscious. The people are beginning to realize that the glasses they wear for sports should not be worn at formal evening affairs, that their business glasses are incorrect with full dress.

Millions have read, are reading and will read articles by style authorities on correct glasses for different occasions in magazines that are the fountain-head of style, in papers that carry much editorial prestige.

Addresses are being delivered to interested clubs, societies and radio audiences.

Folders and letters and style charts and books are ready for you to use.

It is a movement sponsored and endorsed by the most prominent optical people in America.

You can increase your patronage by tying actively to the organization doing this work.

***Join the Optical
Development Society—Write today!***



Here's a New One

THIS stunning new window card is now ready for you. We wish we could do it justice here, but no reproduction could give you the full force of its attractive and beautiful colorings. It measures $11\frac{1}{2}$ " x $16\frac{1}{2}$ "—a worthy and striking attraction for your windows. Ready now.

Order by number—15



“This Case Reflects the Character of My Service—That’s Why My Name is on it”

THAT’S the thought that registers in the back of your client’s mind—every time. It’s logical and plausible that he or she should think that, otherwise you wouldn’t proudly put your name on your cases.

A cheap case registers a cheap thought. A quality case registers a quality thought, as well as a feeling of satisfaction and a spirit of boosting!

It pays to give a quality case. It’s especially profitable for you to give the Imo case illustrated above, because it is low priced, yet looks, feels and wears better than leather. It’s artistically spider-grained and beautifully colored in brown or blue. In sizes 1½ - 2 - 3 - 3½ - 4 - short 4 - 5.

Shur-on Glasses

Not a Stampede

WE NEVER have seen the advertising campaign that would drive hordes of people into the stores of dealers clamoring for the article advertised. We never have seen any broadside of publicity guns powerful enough to batter its way overnight through the wall of the dealer's active resistance.

But we *have* seen advertising stabilize markets, raise standards of living, and cut cost by generating through the years a consumer acceptance for the better articles that are advertised.

We've been at it since 1900 and the American people believe in and accept freely the goods you supply bearing the time-tested name—

Shur-on





Open the Door!



For Business
Shur-on Rimless Spectacles 7081/2



For Sport
Spectacles 1548H Twintex



For Dress
Shur-on Rimless Eyeglasses, White Gold Mounted 1001NY



Comfort and smartness meet in Shur-ons for every occasion

DID you ever stop to think of it—why a dress suit or riding breeches or golf knickers? A moment's reflection shows that each is more than a whim of fashion, each has a sound basis in comfort and good taste.

Glasses should follow the same sensible rule. And they will, just naturally, if you ask your optical

specialist to fit you with appropriate Shur-on Spectacles and Eyeglasses for every occasion. Then you will be not only smartly fitted, but fitted with comfort for work, dress or play. You will receive as well optical precision that has not varied in sixty years. Look for the name "Shur-on" on the inside.

SHUR-ON OPTICAL CO., INC., Rochester, N. Y.

Established 1864

The "Open Door" to More Sales!

Style in glasses certainly *does* present the open door of opportunity to larger optical sales. And, Shur-on's progressive, persistent campaign of national advertising on Style during the past two years, to an audience of approximately two million cultured, moneyed people—has definitely and indelibly paved the way—planted the germ of style consciousness in the minds of these glass wearing people.

The next logical step in this more-sales drive is up to *you*. You must "wear" style and "talk" it over the fitting table, in your follow-up letters, in your newspaper ads, in your windows, etc.

To Those Receiving "*The Shur-on Chronicle*"

Suppose you were putting out a little magazine, such as "*The Shur-on Chronicle*", and you had more requests than you had magazines. What would you do? The simplest thing would be to tell the printer to increase the edition. But you would have a feeling that perhaps you were sending the magazine to many people to whom the book no longer appealed. Wouldn't you try to find out before increasing the edition? Surely you would; you would not want waste circulation, but would want to feel that all receiving the magazine really wanted it.

Now An Expression From You

Your name has a valued place on our mailing list for "*The Shur-on Chronicle*", and there is no desire on our part to cease sending it to you.

If, however, the magazine no longer interests you we naturally want to send it to some one to whom it will be of interest.

The only way we can tell is by your returning the attached card, asking us to retain you on the list, and in doing so if you can offer any suggestions for future issues we shall certainly appreciate those suggestions.

Not receiving a card from you, we will assume that you desire to have your name removed from our mailing list; but we trust this will not be the case.

"*The Shur-on Chronicle*"

SHUR-ON OPTICAL CO.

Rochester, N.Y., U. S. A.

Retain my name on mailing list.

My complete address is:

Name in full.....

Street.....

City..... State.....

POST CARD

One
Cent
Stamp
Here

Shur-on Optical Co., Inc.

Rochester, N. Y.

Advertising Department