

# LENSOLOGY AND SHUTTERISMS



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WOLLENSAK  
ROCHESTER

All men desire success  
but few are willing to  
encounter the storms  
necessary to attain it.

It's better to  
have had a high ideal  
and missed it  
than a low one and  
hit it.



## SPECIAL EQUIPMENTS

Some eight years ago, when I became associated with the Wollensak Optical Co. it was decided that I could be of most service to the company by becoming a general man, fully posted on both the optical and mechanical ends of the business. With that end in view, I spent the first four years entirely in the lens department, making a study of photographic optics. After fully familiarizing myself with the optical end, I then took up the mechanical, and spent several years in that department studying the construction of the goods and learning the requirements of our various customers.

Our Special Equipment Department was then inaugurated, and put in my charge, and everything that we



manufacture which is not standard with us and listed in our catalog, comes within the scope of that department. In the case of a company doing as varied a business as is done by this company, inquiries are received almost daily, calling for something entirely different from our standard equipments and these are referred to me for attention.

Of course it must be understood that the making up of a single article is very expensive, and really comes under the head of experimental work, and usually if only two or three of these articles are wanted, the cost is accordingly prohibitive. My department, however, desires to encourage all new enterprises, and with that end in view, I carefully consider all inquiries which indicate that a quantity of goods will be required, and will gladly at any time furnish samples and give advice, and quote probable cost of the equipment.

I handle all matters in my department in a way not to conflict with our good friends, the dealers, and on the basis that we will not sell direct, or quote prices unless the prospective customer can establish with us his standing as a manufacturer, and show that he is entitled to do business with us on that basis. When the prospective customer

wishes to consult with us, I should be glad to see him at the factory, and will give him my time and services without expense to him. This business has been built up by giving prompt and courteous service to everyone we come in contact with at all times, and we aim to treat all customers alike whether they be large or small, for the small customer of today may be the large customer of tomorrow.

By handling business of this nature in a department by itself, I feel that my company is in a position to take the best of care of everyone, and I don't want any one to hesitate to write to me or come and see me, as my department was created for that purpose, and in cases where it seems advisable and necessary, I should be glad to go and see the prospective customer without expense to him.

Although the photographic dealers as a rule handle simply the standard goods of our manufacture as listed in our catalog, there are times when I may be of service to them in giving information on special equipments etc., for different cameras, and this of course I shall be pleased to do.

It has been my aim to familiarize myself with all the different outfits on the market, and I shall gladly answer



any question our dealers wish to ask and give them the benefit of my experience, irrespective of the question as to whether we are going to make a sale in the transaction or not.

I want, however, to once more impress it upon the dealer that my department is handled so as not to conflict with him in any way, as the policy of this company to protect the dealer is so well known and so thoroughly lived up to, that I am instructed to use care in all cases to conform to that policy.

Most people do not realize that a business of this nature really consists of two entirely separate departments, as the men in the optical end are unfamiliar with the mechanical part, and the mechanical employees, as a rule, know little about the optical department. Having made a very careful study of both departments, and spent a number of years in each, I feel that I am competent to give advice and assistance to anyone on the complete mechanical and optical outfit and place my services at the disposal of the present and prospective customers of the Wollensak Optical Co.

The above I think, will give a general idea of what my department is, and of what my duties consist, and I

shall be glad to be of service at any time, no matter whether any business results from it or not, in accordance with the policy of this company to do everything it can to oblige the trade, and depend upon the general good feeling created to get our share of the business.



## SQUIBS

"A bird that is within the hand is worth two upon the bush;"

The man who is successful is the one who has the push.

"Better late than never, but better never late;"  
He who puts it over is the one who's up to date.



## SHIPMENTS

We regret the fact that some delay has been caused in shipments during the past few weeks, this being brought about by the fact that our business this year has simply swamped us, and it has kept us on the alert every minute of the day to keep our heads above water. We have added machinery, help, etc. as rapidly as possible, but it seems that Wollensak products have come into their own this season, and their sales gone beyond all expectations. We are getting matters straightened out, and are now in shape to make shipments more promptly, unless another deluge of orders hits us.



# IT IS NOT NECESSARY TO CUT PRICES ON WOLLENSAK LENSES

We want to particularly impress it upon the dealers that our goods can be sold at list price, except for a reasonable cash discount.

Sometime ago we revised the lists on all of our lenses, listing them at what we considered a fair retail price, and on examination of these lists you will find that they are certainly reasonable, as our lenses are now very well known, and we believe at least equal to any similar types on the market. A little concerted effort on the part of the dealers in each city is all that is necessary to stop ruinous competition, and while we cannot, according to recent decisions, insist that our goods be sold at catalog list prices, still it is certainly the policy of this company to do every-

thing it can to discourage price-cutting, as leaving everything else out of consideration, we believe that it seriously depreciates the value of our goods in the eyes of the prospective customer. If you have been troubled with indiscriminate price-cutting and we

can be of assistance to you in any way in correcting this evil, please communicate with us. We believe in the dealer, and handle all goods through the dealers, so we want them to get a good profit.

We give to the trade a liberal discount, not for the purpose of enabling them to cut prices, but because we want the dealer to get a fair margin of profit.

*H.C. Gordon*

## THAT AUTO

He owned a handsome touring car.  
To ride in it was heaven;  
He ran across a piece of glass.

Bill -- \$14.97

He took his friends out for a ride,  
'Twas good to be alive,  
The carburetor sprang a leak.

Bill -- \$40.65

He started on a little tour,  
The finest sort of fun;  
He stopped too quick and stripped his gears.

Bill -- \$90.61

He took his wife down town to shop,  
To save car fare was great,  
He jammed into a hitching post.

Bill -- \$278.

He spent all of the coin he had,  
And then in anguish cried:  
I'll put a mortgage on the house,  
And take just one more ride.



DR. HENRY GANNETT (left) AND  
ALEXANDER GRAHAM BELL  
INVENTOR OF THE TELEPHONE

Photo by HARRIS & EWING  
Washington, D. C.

Series II  
Velostigmat  
Negative



The best way to save money is to spend it properly.



## VINCO AD

Your attention is directed to this full page ad of the VINCO lens which

we are running in practically all  
the photographic journals for July.

It is the first of a series of ads which  
we are going to run and which  
will increase sales  
on the products advertised.

You will note  
their original and distinctive character,  
yet conservative tone.

Copies of this ad, printed on extra heavy  
enameled plate paper will be sent gratis to  
any dealer desirous of using same  
in his window or interior display.



Don't trust to luck. Nine-tenths of the people in  
the world guess wrong



## V I N C O *f:6.8*

A high grade, optically perfect and fully guaranteed Anastigmat lens, placed upon the market about one year ago to meet the demand for a low-priced Anastigmat which we could fully guarantee to be equal to Anastigmats selling at a lower price than our Series I Velostigmat F:6.3.

The Vinco will cover at full aperture the size plate for which it is listed, or plates one size larger, by stopping down, and will be found thoroughly satisfactory for architectural, commercial and landscape work, and sufficiently fast for home portraiture and speed work of the ordinary kind.

The Vinco is especially desirable for the Ansco, Senco, Kodak and all other roll film cameras as well as compact cameras using plates, and when mounted in the high speed Optimo shutter will increase the efficiency of the ordinary camera equipment at least 50 per cent, and enable the owner to do work of practically every description, including ~~speed~~ photography.

**\$28.00** will buy a  $3\frac{1}{4} \times 5\frac{1}{2}$  Vinco in Optimo shutter.

**\$20.00** for the  $3\frac{1}{4} \times 5\frac{1}{2}$  Vinco in Regno shutter.

ready to attach to any film or plate camera without any alterations.

Other sizes from  $3\frac{1}{4} \times 4\frac{1}{4}$  to  $8 \times 10$  at proportionately low prices.

Ask your dealer to show you a Vinco and demonstrate the Optimo,

"The shutter with the revolving leaves."

WOLLENSAK OPTICAL CO.

ROCHESTER, N. Y.



A phonograph is the only thing on earth that seems to attain any real honest-to-goodness success with a record that isn't square.



## A GOOD SCHEME

for helping boost the sale of Wollensak products has been adopted by a number of our dealers.

The plan is to run our trademark [in either of the two sizes reproduced here] on their letterheads, leaflets, etc.

We will gladly furnish plates of either or both sizes of our trademark with out cost of any kind. If the small size is desired, simply ask for cut D 7, if the larger one D 5. We can also furnish trademark cuts in three larger sizes --- D 6, 1 1/2 in. in diameter D 4, 2 in. in diameter, and an extra large one 3 1/2 in. in diameter.



We have faith in our business, in the lines we handle, in our policy, in our customers, in ourselves. We believe the world is getting better.

We are optimists.



## "BACK AGAIN"

The extensive trip through the south and west from which I recently returned was a pleasant one in many respects, for did I not have the pleasure of meeting personally a goodly number of our dealers with whom I had had considerable correspondence, but had never met in a personal way? I feel indebted to these good friends for the kindness shown me, and will look forward with pleasure to the time when I can repay them in various ways for their courtesy.

In each city visited, I endeavored to make a careful study of existing conditions, as far as the lens and shutter business was concerned, and I can say in all truth that I saw and learned many things which I am sure can be altered or changed to the benefit of both our dealers and this company.

I found that the price-cutting evil existed in many cities, although it was quite unnecessary, and from the talks which I had with our dealers, together with our study of conditions, I believe we have evolved a plan whereby we can overcome this evil, although it will take some time to work out the details, and will require the co-operation of every dealer on our list.



The first steps have already been taken, and it only means a question of time when the work will be completed and the advisability or necessity of giving unreasonable discounts done away with entirely.

It is generally known that recent court decisions prohibit the manufacturer of a product from requiring the dealer to maintain a given selling price; therefore, we can't absolutely set the retail price, we can only ask that our dealers obtain a fair price for all products of our manufacture which they handle, and do all they can to discourage price cutting. I see no reason why a greater discount than ten percent be given, and this only on cash sales, for lenses and shutters are not sold every day, and the cost of selling and handling same is probably more than of any other line in the photo supply business.

Price cutting on any line of products leads the consumer to feel and believe that the line in question is not a standard one, and there is no question but that the quality of the product deteriorates in value in the eyes of both the dealer and the consumer.

I should be more than pleased to hear from our dealers in reference to this serious problem which confronts us, and any plans which they might

have to offer will be appreciated and be adopted in whole or part if feasible and fair to all parties concerned.

As mentioned in one of the former issues of "L&S", no new lenses or shutters are to be added to our line this year, for we are devoting every spare moment in endeavoring to perfect our present products. Many changes have been figured out and are being put into operation at this time, and it is not the policy of this company to make changes that will lessen the cost and deteriorate the value of the product but an earnest desire to add every possible improvement without raising the present prices.

The Wollensak line at present is accepted as standard throughout the country and I am sure that when the various improvements have been made that our line will be second to none, complete in every respect, absolutely perfect both from a technical and practical standpoint.

It was a great pleasure to me to get back to my desk in our offices, for I now feel that I can handle the business of those dealers whom I had the pleasure of seeing on my trip in even a better manner than ever before, and also give better service to the dealers whom I have not had the pleasure of meeting.



I would have it generally understood that I am here for the sole purpose of assisting our dealers in creating a demand and sale for our products and that it will be my pleasure to be of assistance to them in any possible way, so do not be a bit bashful in asking for help.



Don't get married with the sole idea  
that misery loves company.



## VINCO-ANASTIGMAT

Judging from the sales of Vinco-Anastigmats we cannot help but feel that it fitted in just right and has been of considerable help and benefit to our dealers in all parts of the country. These inexpensive Anastigmats are being used by workers in nearly every branch of photography and we have received a number of very fine unsolicited testimonials regarding this high-grade lens, selling at a very low price.

Your attention is directed again to the fact that we can supply the Vinco in the No.0, 1 and 1-A sizes, fitted to any of our various shutters with a special jambnut flange which will enable anyone to fit this outfit to the Ansco, Senco, Kodak, or any other roll-film camera, having a metal front board. The  $3\frac{1}{4} \times 5\frac{1}{2}$  Vinco, listing at \$28.00 in Optimus shutter, makes a very practical as well as beautiful outfit and will increase the efficiency of any machine having an ordinary equipment, at least fifty percent. A plan being worked with success by a number of our dealers is to allow \$3.00 for the old lens and shutter on the Kodak or other machine, thereby obtaining \$25.00 net for the  $3\frac{1}{4} \times 5\frac{1}{2}$  Vinco shutter, which leaves them a very liberal margin of profit.



Far better to rise with the lark than go out on one.



## ECHOES FROM THE OHIO FLOOD

We received recently two shutters, an Autex and an Optimus for repairs, with a memorandum from the dealer that they were in the Ohio flood, and had been under water for three days. Out of curiosity we tried out these shutters before doing anything to them, and found to our surprise that one of them worked perfectly on all exposures, and that the other only failed to work on the retarded exposures, as the retarding pump had rusted a little.



The question of time and capital is small compared with efficiency. These are days of doing things as well as we know how.



SACRAMENTO, CALIF., APR. 30, 1913

"The Verito lens sent us sometime ago you may charge to our regular account, as our customer has decided to keep it. The person buying this lens is a worker of high artistic ability, and the fact that the Verito has been chosen after rejecting a number of other well known soft working objectives testifies to the excellence of your product. It is a lens with a personality peculiar to itself.

WEINSTOCK - LUBIN CO.

The best way to get even is to forget it.





HILLMAN'S PHOTO SUPPLY DEPARTMENT  
CHICAGO, ILLINOIS



## SERIES II VELOSTIGMATS

continue to have a large sale, especially in the  $6\frac{1}{2} \times 8\frac{1}{2}$  and  $8 \times 10$  sizes, this no doubt being caused by the fact that there is a demand for short focal length high-speed Anastigmat lenses for home portraiture and studio work that are equipped with a diffusing adjustment. The Series II will now be found in many of the best studios and as we absolutely guarantee them to be at least equal to any lens of their speed upon the market today, you can unhesitatingly recommend them to your trade as being the ideal objective for home portraiture or general work in the studio. A dealer in the central states who sold eight of the  $8 \times 10$  size within the past four months has told us that the first one he sold created a sale for the other seven, the owner being so thoroughly pleased that he became a walking advertisement for the Velostigmat. It will pay you to become acquainted with this distinctive objective, and if possible, arrange to carry one of the larger sizes in stock.



## VERITO BOOKLETS

The new Verito booklet has gone to press and will be ready for distribution in about eight weeks. It will be even more elaborate than we originally planned and we suggest that you send us a list of the names of your customers who are interested in this distinctive lens so that we can mail them a copy of the booklet just as soon as received from the printers, as the edition will be limited.



## CORONER'S COCKTAIL

Mix three chorus girls with as many men and soak in champagne until midnight. Squeeze into an auto. Add a dash of joy and a drunken chauffeur. Shake well. Serve at seventy miles an hour.



## TISSUE BOOKLETS

Please don't forget the fact that we always have on hand a supply of hand-made Japanese tissue, put up into booklet form for cleaning lenses, which we are distributing through dealers. In your next order ask for a supply of these booklets, and they will be sent without charges of any kind.



BOSTON, MASS., MAR. 21, 1913

"I like the No. 3 Vitax very, very much indeed, and will keep it."

JOHN H. GARO

To think a good thought twice  
is a long step toward a good habit.



FEBY. 12, 1913

"It will probably be gratifying to you to know that I gave your Automatic shutter very hard service in the Philippine Islands and that it withstood the test certainly speaks well for the quality of your goods. I had it with me on the Island of Samar for over three years, and it was subjected to the intense moisture that prevails there the year around."

GEO. DANY, U. S. ARMY



MONTESANO, WASH., APR. 9, 1913

"The 5x7 Versar Lens surely fills the bill, and any time you want someone to recommend it, let us know. We have made over fifty exposures, and all of them are very good. We have also used it for both view and portrait work."

SNELL & LEE



A strong nature shows kindness, but never asks for it.



TAYLORVILLE, ILLS., MAR. 3, 1913

"Please find enclosed check for 8x10 Series I Velostigmat in Optimus shutter which you sent me last month. My customer is very well pleased with the same, and says it is the best lens he has out of his collection of eight. I am certainly very glad to be able to sell goods that give such satisfaction, and trust I shall be able to send you another order soon."

G. ANDERSON

No one ever wins, who never starts.



It's a narrow mind that  
persuades its owner that it  
is bad policy to be on  
good terms with the other  
fellows in the same  
of business as himself.



with the sa  
out of h  
very gla  
satisfac  
anoth-