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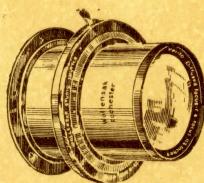


GOVERNOR WILLIAM SULZER  
OF NEW YORK

FROM A SERIES II VELOSTIGMAT NEGATIVE BY  
HARRIS & EWING, WASHINGTON, D. C.

Lensology & Shutterisms

VERITAS



The Lens That  
Improves  
On Acquaintance



A Message from Our Auditor

I have been asked to write an article for "Lensology & Shutterisms" covering the work of my department, and take pleasure in doing so, as I want our dealers to understand our methods and general policy.

I want to say at the beginning that while we always wish to do business on business principles,

and watch everything carefully, it is not our desire to assume in any case an arbitrary position, or to be unnecessarily technical in handling accounts. The spirit which runs through our whole organization is that we desire in all cases and in every way to give our customers liberal and courteous treatment, and want them to feel that we will meet them halfway in any reasonable request which they make of us.

I am pleased to state that we have very little trouble with our accounts and very few misunderstandings with our customers in regard to them. Our dealers are of course all familiar with our terms, and where the bills are not discounted, it is our usual course ten days after maturity, which is thirty days, to call the matter to the customer's attention by letter, and then if we receive no reply, to notify them

about five days later that we will draw the following week. In accordance with the notice a draft then goes forward and if the customer has paid no attention to either letter or the draft, a further letter is written in regard to the account. It would seem as if after the draft had been returned without any explanation, that it was up to the customer to at least write us what the trouble is, and send a partial remittance. Where a satisfactory explanation can be given, and a partial payment made, we are always ready to extend the time a little, but it is a general business axiom that an account must be given some attention by the debtor, and that it cannot be allowed to run indefinitely with no explanation, and no payment made on it.

This company does business on the principle that everyone de-

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sires to play fair with us, and no one is trying to impose upon us in any way, and as a matter of fact, we rarely find anyone who is unreasonable or irritable in their business relations with us. While we extend credit liberally, our loss from bad debts is so small that it is hardly worth considering. Our credit system is, we think, similar to that of a good many other houses, as we have a credit card for every customer, placing a limit on the amount of credit we shall grant them, running all the way from twenty-five dollars to ten thousand, and on this credit card is all the information we have in regard to them, which enables us to keep track of it, and look it up quickly when orders are received, so as not to delay shipment.

The only point that we are very insistent about is that the

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customer should give the account some little attention himself, and should not, after it is long past due, and we have written about it numerous times, be unbusiness-like and discourteous enough to ignore our letters.

In closing I want to say one word more about the general policy on which our business is conducted, as I think that has a great deal of bearing on the relations existing between a company and its customers. The members of our organization are enthusiastic believers in the Wollensak Company, their goods, their methods and their customers, and we want to handle all matters so as to make business a pleasure to everyone who comes in contact with us. This is our policy for two reasons. In the first place we feel like doing it that way, and it is much pleasanter; and in the

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second place, we believe it to be the best business policy and that the only proper way to build up a business is to have your customers feel that the relations are so cordial that they won't buy anything from anybody else if they can possibly get it from you.

*A. J. Baird*

Auditor

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If you want to lose a customer and friend, sell him goods on credit; wait six months before you ask him for the money and then see him get mad.

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### Guarantee Slips

We feel certain that the guarantee slips which we are now sending with all lenses of the following series:

Velostigmats, Series I, II and III

Vitax                    Versar

Vinco                    Verito                    Vesta

will meet with the hearty approval of our dealers and their customers, for it puts one more link in the chain of service which we have been working

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to perfect since the inception of this company. Not only will this guarantee slip give the prospective customer more confidence in the product, but it will be of untold assistance in helping make the sale for it relieves the dealer of all responsibility as far as the matter of guarantee is concerned and puts into tangible shape one of the broadest and most liberal guarantees that it is possible for any concern to make on their products.

These guarantee slips will be sent with the bills covering all shipments of lenses and we suggest that they be filed in such a way as to be readily obtainable at the time of selling the lenses, or better still, have a place for them in the lens case so that they will be at hand in case it is decided to use them to clinch sales.

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The facsimile in this issue of "L. & S" is printed on enameled stock. Those which we are sending out with lenses are made on parchment paper, printed in two colors with our seal in gold.

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"Your Verito Booklet arrived today and truly it is a beauty from cover to cover."

Tacoma, Wash.

J. VISELL CO

# Guarantee



This is to certify that

Lens

Size

No.

has been passed by our Testing Dept. as conforming to our standard of perfection in every respect, and we therefore guarantee it to be optically and technically correct.

Wollensak Optical Co. Rochester, N.Y.

[SEAL]

Date

Tested by

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1914 --- Chicago --- 1914

**C**he Second Annual Convention of the Photographic Dealers' Association of America will be held in Chicago, March 24th to 27th inclusive, 1914, at the La Salle Hotel, and we sincerely trust that every photo supply dealer in this country will do their best to arrange to be present at this convention, which without question of doubt will be a success from every standpoint. Mr. Charles H. Huesgen, President of the National Association, informs us that he has been promised the support of several hundred dealers [even at this early date] and that in addition to their support they are figuring on being in attendance at the convention. The various manufacturers are taking an active interest for they realize that the success of the association will be of as much benefit to them as it is to the dealers themselves.

Now, let's all get together and boost for the good cause.

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Some of you fellows haven't ordered anything for a long time! Anything wrong with us, or you?

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Successful business is selling goods that won't come back to customers who will come back.

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### Verito Booklets

**A**lthough we did not promise delivery on Verito booklets until the 10th of August, we began receiving them from our printers about the first of the month and immediately started their distribution. We feel very grateful for the many compliments paid us on the book, especially so since they are being received from not only our dealers but customers [both amateur and professional] as well.

We are receiving inquiries in the mail for the booklets at the rate of from twenty-five to fifty a day and are certain that their distribution will create a larger sale than ever for "the lens that improves on acquaintance."

While these booklets were not published for general distribution, we will be pleased to send a limited supply to any of our dealers who feel that they can place them in the hands of prospective customers for a lens of this type, or better still we will send the

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booklets direct to any list of customers furnished by a dealer, enclosing with the booklet a letter stating that it was at the dealer's request that the booklet was sent and that the Verito lens or any other product of our manufacture can be obtained by them. A selected list of names will bring far greater results to all concerned than a list made up of all classes of photographers, irrespective of whether they are interested in pictorial photography or not.

### A New Ad Stunt

Our Promotion of Trade Department is working on a very unique advertising plan which will be ready between now and the first of the year. The scheme in a nut shell is as follows:

We are having Messrs. Harris & Ewing, the well-known photographers of Washington, make us three sets of fifty prints each of prominent people in all walks of life. Fifty prints will be mounted and placed in a portfolio, together with ten frames, suitable sign cards, and perhaps catalogs of the exhibit and these will be routed to our dealers in all sections of the country.

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As the dealer receives the same he displays the forty mounted prints on his case or in the store and the other ten in the frames made for the purpose, and each day for five days he has a complete change of pictures for his window, together with suitable sign cards, etc.

We feel that this will attract the public to the windows and will not only result in increasing the dealer's business but help him as well in interesting them in Wollensak lenses and shutters.

Further particulars of this advertising plan will be given in the next issue of "L. & S."

### Conventions

At this writing we are preparing our exhibit for the New England Convention to be held in Boston the first part of September. This by the way is the third convention which we attended this year, displaying a complete line of our products and doing everything that we could to create an interest in the line of lenses and shutters sold through "photo supply dealers exclusively."

It is very gratifying indeed to know

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that this year has proven that our work last year not only created interest but made sales for at both the Kansas City and Cedar Point Conventions a goodly number of photographers made known the fact that they had added one or more Wollensak lenses to their equipment during the previous year and in every instance were giving the best possible satisfaction.

### What Price Cutting Means

By Henry B. Joy

**W**hen a retail store sells an article below a proper profit, or at cost, or below cost, by reason of favoritism, or desire to accommodate the customer in order to retain trade in other lines, or to put a competing store out of business across the street, or to turn it as a leader for advertising purposes, in order to attract customers for other goods at high prices, what does it mean?

It means simply that by sharp business that retailer must and

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does sell other articles at more than their real retail worth. Naturally he probably does both. There is no other answer; he must do so or fail.

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Don't dodge difficulties, meet them greet them, beat them.

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### Another Improvement

**W**ithin the course of the next few weeks we can supply No. 1 and 1-A Optimo shutters with a new style setting lever to take the place of the push button with which the Optimos have been equipped. The change has been made at the suggestion of our dealers and will now enable them to mount Optimos on Ansco, Senco, Kodaks, and other roll film cameras, without tipping the shutter to the right to make it clear the view finder as has been necessary heretofore.

Kindly make note of the fact that shutters with the new setting levers will be supplied upon request only and if not specified we will continue to fill all orders with the standard style Op-

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timos, such as we have been shipping for the past three years.

At this point it may not be amiss to again call your attention to the fact that a goodly number of dealers are pushing the sale of Optimo shutters fitted with Series I Velostigmat and Vinco lenses for use on roll film type cameras and we have had many flattering recommendations from them and their customers, telling us of the fine results obtained with these special equipments, that sell at a moderate price, can be fitted without trouble of any kind and which allow the dealer a very liberal margin of profit.

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"We are in receipt of a booklet on the Verito lens, and wish to compliment you on the artistic way in which the same was received, colors blending beautifully and each one of the reproductions being very fine."  
Columbus, O.      W. C. DUNN P. S. CO.

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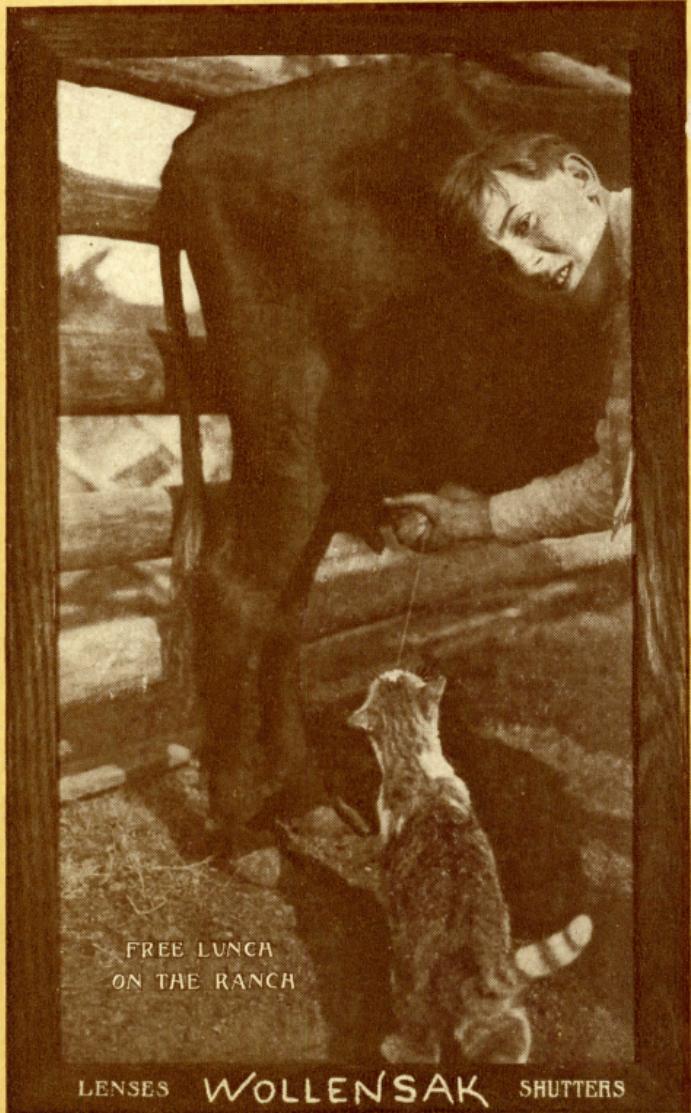
America is a beautiful country of mountains, valleys and bluffs.

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"You will be glad to know that your lenses are doing good work in all three of my studios."  
Philadelphia, Pa.      WM. SHEWELL ELLIS

## LIFE

Little walk,  
Little talk,  
Pretty Miss,  
Stolen kiss,  
Jolly priest,  
Wedding feast,  
Honeymoon,  
Over soon,  
Little fights,  
Little flights,  
Court degree,  
Sweet liberty.



FREE LUNCH  
ON THE RANCH

LENSSES WOLLENSAK SHUTTERS

