

# LENSOLOGY AND SHUTTERISMS

Published bi-monthly  
for, and in the interest of Wollensak  
dealers by the  
Promotion of Trade  
Department of the

**WOLLENSAK  
OPTICAL COMPANY  
ROCHESTER, NEW YORK**

SEPTEMBER - OCTOBER  
1914

## CONTENTS

- VITAX PORTRAIT LENS
- YOUR FINISHING DEPT.
- SALES CAMPAIGN
- CARTOON OF THE TIMES
- WAR VERSUS PROSPERITY
- ART BOOKLET ON  
VELOSTIGMAT LENSES
- RESERVE STOCK



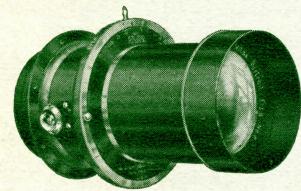
---

---

L & S

---

---



### VITAX PORTRAIT LENS F:3.8

WE are featuring this lens in our October ads because we believe this to be the opening of the studio season and the Vitax the Keystone in the Archway to Studio Success.

While it is true that there are other high-grade portrait lenses listing much higher than the Vitax yet the Vitax is claimed their equal and furthermore there is no other lens with such a broad guarantee, on which is granted such a liberal trial privilege (thirty days) and which is backed up by so complete and considerate a sales policy, assuring perfect satisfaction to both the dealer and his customer.

At the Atlanta convention the Vitax ruled favorite; at the Ohio-Michigan convention at Cedar Point it was used for the demonstration and it is being used by many of the leading photographers throughout the country. While the high-speed F:4.5 Series II Velostigmat has become a great

On every face an ad you'll find  
That time has printed on the sly,  
Describing goods stacked up within  
And offered to the passer-by.

And everyone who runs may read  
What quality lies on the shelves---  
Fine, shoddy, durable or cheap.  
'Tis thus we advertise ourselves.

---

---

## L & S

favorite among studio photographers for groups etc. yet there is no truly universal lens made and it is a known fact that a lens made from the original or a modification of the Pitzval formula is unsurpassed for busts and three-quarter figures.

The Vesta portrait lens is recommended when a more reasonable and not so rapid objective is desired.

Every photographer should have at least this set—two lenses, Vitax F:3.8 Portrait lens and Series II F:4.5 Velostigmat with diffusion device. Every dealer is urged to talk up this duo of lenses to his professional trade and let our Promotion of Trade department cooperate with him by getting in personal touch with his customers.

Send the names of prospective lens purchasers to us TODAY and let us help you place a few of these objectives.

L & S

Wollensak Optical Co.  
Rochester, N. Y.

April 22, 1914

Dear Sirs:

Your 1914-15 Catalogue at hand. Thank you for same.

Am enclosing a photo by gas light with one of your Vinco Anastigmat lenses. It has given entire satisfaction in the past year that I have owned it.

Yours,

Ogontz, Pa.

Theo. Hallowell

## L & S

### YOUR AMATEUR FINISHING DEPARTMENT

EVERY now and then I find a dealer whose interest ends when he has handed his customer what he has called for and given him his change only to wait and be the same mechanical clerk to the next patron entering his place of business.

And it seems to me a shame, when I also see on the other hand the great increase of business other dealers are enjoying by employing a little tact and keeping on the job.

The fact that a dealer derives more profit from his lens sales than others I have not heard disputed; but rather admitted.

Too many of the smaller dealers and some of the larger ones do not consider the advantage in pushing high-grade lens equipments, or do not want to answer all the questions a prospective purchaser may ask.

Whether it be that you have tried to dodge the issue or have not given it due thought let me just say that the sale of one 5 x 7 Series II Velostigmat Lens nets the same profit as the sale of 250 dozen 5 x 7 standard paper.

You can readily see that the article yielding such returns is not to be passed up by the thinking man, and it is my desire to be of all possible assistance to you.

# L & S

I believe that there is a great opportunity here for your Amateur Finishing Department to materially assist the Sales Department. Just let the Finishing Department keep a record of steady customers who have the regular camera equipment, those who are taking pictures which satisfy to an extent but fall short of the snap and definition to the extreme corners. Then turn these over to the Sales Force who in a nice way suggest a better lens or shutter.

Now I appreciate that it is very easy to preach but hard to practice, but I want to help in every way the establishing of this system and will welcome the dealers referring to me a list of those customers whom they believe are interested in better equipment and I will be only too glad to lend my co-operation by personal correspondence with such customers and land the sale for the dealer if at all possible.

Now do this—don't think about it—but do it—send in the names and let me help you.

Cordially yours,

MANAGER  
PROMOTION  
OF TRADE  
DEPARTMENT



L & S

An ounce of 'now' is worth a pound of 'bye and bye'.

# L & S

## SALES CAMPAIGN

IT no doubt may seem strange that we should repeatedly offer our unlimited assistance to our dealers in making sales of lenses, but if it is remembered that our Sales Policy is "Protective" our goods being sold *only* through the *Dealer* it will be realized that the more we help our dealers to make sales the more goods we sell.

So we are always on the alert for an opportunity to be of some service and will welcome suggestions from our kind friends which will tend to improve our service.

Within the next few days you will receive from our Promotion of Trade department a special letter with enclosure. This is the first definite step in a campaign to increase your sales. We do sincerely hope you will give this special letter the consideration it deserves and write us at once as to just what extent we may hope for your co-operation. As to ours, why it's unlimited.

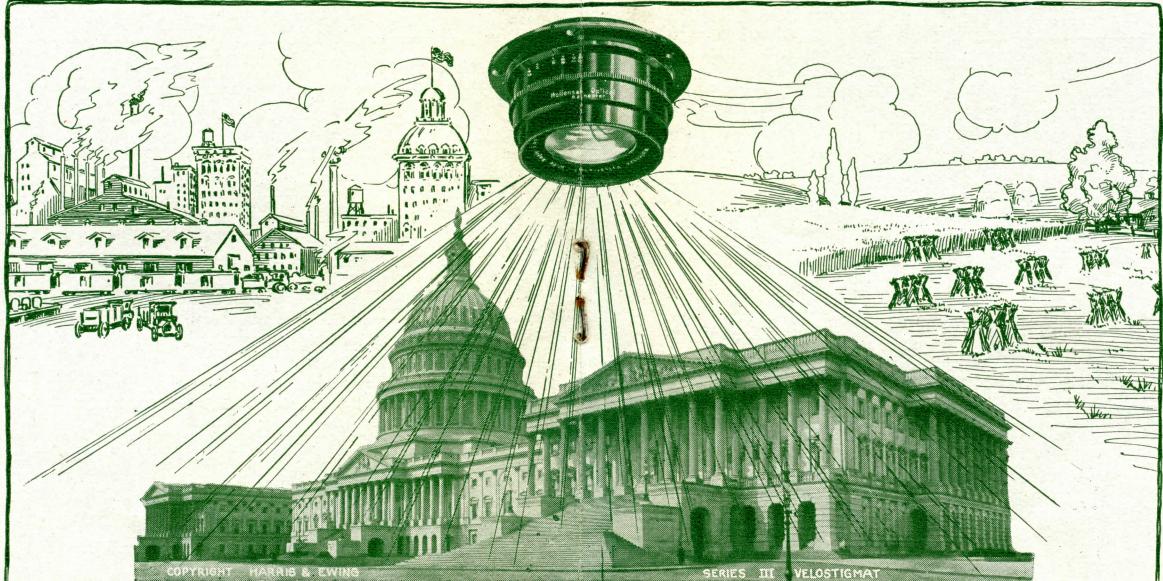
Our helping hand awaits your grasp.

L & S

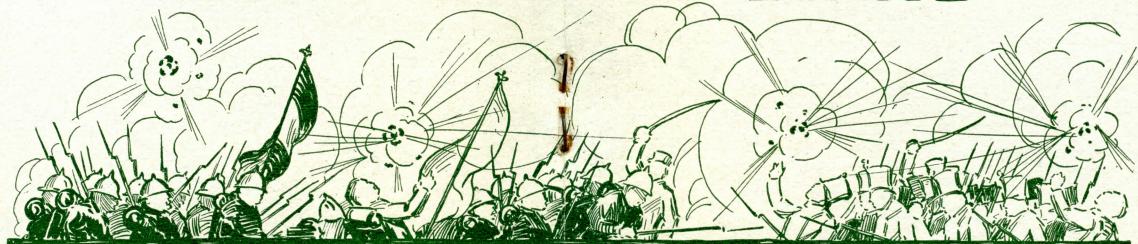
## JUST TO OBLIGE

"The doctor says I must quit smoking. One lung is nearly gone."

"Oh dear, John. Can't you hold out until we get enough coupons for that dining-room rug."



## UNITED STATES vs EUROPE



L & S

## WAR VERSUS PROSPERITY

THE whole world has been held in awe by the tremendous war which has spread like wild fire over Europe and may penetrate deep into Asia. Business has faced an apparent slump such as had not threatened it for years and in fact some branches of industry have been hard hit.

The photographic business has to some extent been affected. Chemicals have advanced materially, plates, papers and sundries are likely to keep up, but in the midst of it all it is our firm belief that prosperity is knocking at the door of American enterprises. This is speaking generally. There is no doubt (and the signs are visible already) that very soon American products will replace foreign raw stock and the uncertain dependence upon importations will be past history.

Speaking somewhat personally we might say that while we have grown steadily since our organization in the face of all competition, we believe that now is the opportunity to increase our output almost beyond conception. And we are prepared. While it is true that glass in the rough comes from abroad, yet we assure our dealers that we have sufficient in stock to meet any emergency and our low prices and prompt service will be maintained until we are compelled by unforeseen events to make a change.

L & S

With our new factory and plenty of raw stock we are able to contend with the increased demand which the war has already made apparent and believe it to be the golden opportunity of all dealers to identify themselves as agents for Wollensak lenses.

The American made Products  
with the Guarantee Absolute.

L & S

## ART BOOKLET ON VELOSTIGMAT LENSES

OUR dealers and the trade in general will welcome the announcement that a special Art Booklet on Velostigmat Lenses will be ready ere long for distribution.

In the get up of this booklet we have tried to make its contents helpful and readable and the general appearance very attractive. It will treat on the three Series Velostigmat Lenses, Series I F:6.3, Series II F:4.5, Series III F:9.5, and cover in a general helpful way the different types of work each is best suited for, giving also suggestions relative to other essentials for such work.

It will contain numerous testimonials and much valuable information. There will be

L & S

a page devoted to the advantages of one lens over another pointing out why the Velostigmat (Anastigmat) is to be preferred.

No expense has been spared. The stock for the pages is the best that can be had and the illustrations will all be on special paper for that purpose. There will be sixteen pages of reading matter and twelve pages of illustrations. It will be printed in harmonizing colors, a designed cover and the whole bound up into an attractive booklet.

The edition will be limited and this suggests that our dealers send in their requests now for a supply of these booklets.

L & S

## RESERVE STOCK HERE AT LAST

IT is with no small degree of pleasure that we are able at last to assure our dealers of a reserve stock.

Many months of effort with increased facilities have been spent in catching up to the demand for our products and now we have accumulated a reserve stock of several hundred lenses, which enables us to assure our kind friends, with a reasonable degree of certainty, that telegraphic and rush orders will be shipped the same day received.

L & S

"Ask Us or  
Your Dealer"

"Let  
The User  
Judge"

# VERSAR

PORTRAIT and VIEW

SIZES - 4 x 5 to 17 x 20

It is a "WOLLENSAK", one of  
the complete line with  
"A LENS FOR EVERY PURPOSE"

The Wollensak  
Optical Company  
ROCHESTER NEW YORK

WOLLENSAK-ROCHESTER  
LET THE USER JUDGE

Our September Ad  
for the Photographic Magazines.

L & S

So pass the seasons;  
strawberry, straw hat, straw vote, straw ride.  
Tog

L & S

A WOLLENSAK LENS FOR EVERY PURPOSE

**VITAX**  
PORTRAIT LENS F3.8

The Keystone in the Archway to STUDIO SUCCESS

LET'S  
THE  
USER  
JUDGE

LET'S  
THE  
USER  
JUDGE

One of the Complete Line  
Ask us or your dealer for  
new and complete catalog

*The Wollesak*  
Optical Company  
ROCHESTER NEW YORK

Our October Ad  
for the Photographic Magazines.

— L & S —

'Tis a crool woild;  
when there isn't a furnace there's a lawn mower.  
Tog's

### THINGS TO FORGET

If you see a tall fellow ahead of a crowd,  
A leader of men, marching fearless and proud  
And you know of a tale whose mere telling aloud  
Would cause his proud head to in anguish be bowed

It's a pretty good plan to forget it.

If you know of a skeleton hidden away  
In a closet, guarded, and kept from the day,  
In the dark, and whose showing, whose sudden  
display,

Would cause grief and sorrow and life-long dismay  
It's a pretty good plan to forget it.

If you know of a thing that will darken the joy  
Of a man or a woman, a girl or a boy,  
That will wipe out a smile, or the least way annoy  
A fellow, or cause any gladness to cloy,

It's a pretty good plan to forget it.

— L & S —

"Say, Papa, our new teacher has taught us to always  
say 'Yes, sir' and 'Yes, ma'am.'"

"She has eh?"

"Uh-huh."

If you have a friend  
worth loving, love  
him; yes, and let him  
know that you love  
him, ere life's even-  
ing tinge his brow  
with sunset glow.

Why should good  
words ne'er be said  
of a friend  
'till he is dead?

