



Lensology and Shutterisms



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1914

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LET US
HELP YOU
HAVE
A MERRY CHRISTMAS



JUST A LITTLE HEART TO HEART TALK

Most sincerely do I regret that an operation, followed by six weeks inactivity, delayed the special letter which you were advised in the last issue of L. & S. would be sent you in connection with our Sales Campaign.

However, it is now prepared and will be received by you practically at the same time this reaches you.

It is my earnest desire that you should give me your full co-operation in this effort to stimulate some business for the holiday season. You surely appreciate that the war in Europe has created a nation-wide demand for "Made in the U. S. A." products, in every branch of industry, and the photographic lens is by no means an exception.

If there ever was an opportune time to plunge and be identified as a booster of the Wollensak products, it is now. Realizing this to the fullest extent, I am going to such a limit as your co-operation will permit, for, as you know, we sell only through our dealers, never diverging from our policy of protecting them.

Having before you the special notice, you note the two fold card attached. This is what

Customer—"Waiter, do you call this an oyster stew?"

Mr. Erastus Pinkey—"Yessuh."

Customer—"Why the oyster in this stew isn't big enough to flavor it."

Mr. Erastus Pinkey—"He wasn't put in to flavor it, suh. He is jus' supposed to christen it."

we want to supply you in such quantity as you can use to good advantage. Your imprint will appear just below the Lenses in the space left for that purpose. If these are mailed to your customers there is no reason why a large percentage of the return cards should not be sent me.

These as you will note will bear your name and I am pledged to follow up each and keep you posted. Orders received from your prospective customers will of course be sent through you, after receiving your confirmation.

There is a big field to be covered, and we are in such shape as to cover it with you.

I would especially urge that you feature the Velostigmat Lenses in all three series. Of course the Series I F:6.3 in the Optimus shutter will be the most popular. This outfit will fit all the American hand cameras and many foreign models. The Series II F:4.5 will be the next in popularity, it being the ideal speed objective generally fitted to cameras of the reflecting type. The Series III F:9.5 being wide angle will find its sale mostly among commercial photographers.

In all probability the special Art Book covering these three Series in detail will be ready in time to assist in this before Christmas campaign.

Pat—"Have ye christened yer new baby yet?"

Mike—"We have."

Pat—"And p'wat did ye call it?"

Mike—"Hazel"

Pat—"Er'a, glory be to Peter; 223 saints to name yer kid after and ye had to go and name it after a nut."

If your customer has a camera and contemplates a new one of the same type, just remind him that his old camera fitted with a Velostigmat Lens, will give him better pictures than a new camera with the same old lens.

It may mean a few dollars more but it will also mean a more pleased customer who will "come back," and more profit for you.

So—let us get together, and by co-operation help each other.

We all believe in the principle; we none of us would refuse help, and as this is the time to strike, let us strike together, and profit together.

Let me hear from you at once as to how many cards you will use.

Cordially yours,

Manager
Promotion
of Trade
Department



Little Hattie—"What does your papa do for a living?"

Little Hallie—"Why he takes up the collections in church."

Happiness is a perfume that you cannot pour on others without getting a few drops on yourself.—G. & E. News.



MORE TRUTH THAN POETRY

My friend, have you heard of the town of Yawn
 On the banks of the river Slow,
 Where blooms the Waitawhile flower fair,
 Where the Sometimeorother scents the air
 And the soft Goeasys grow?

It lies in the valley of Whattheuse,
 In the province of Letherslide;
 That tired feeling is native there—
 It's the home of the listless Idontcare,
 Where the Putitoffs abide.

The Putitoffs never make up their minds,
 Intending to do it to-morrow;
 And so they delay from day to day
 Till business dwindles and profits decay
 And there days are full of sorrow.



THE TRIPLE ALLIANCE



Series I F:6.3



Series II F:4.5



Series III F:9.5

SERIES I VELOSTIGMAT F:6.3

The perfect anastigmat with every correction and convertible. Fits Ansco, Seneca, Kodak, Ensign and other hand cameras as well as practically all plate and reflecting models.

SERIES II VELOSTIGMAT F:4.5

The high speed lens of the hour. Perfectly corrected anastigmat for speed, group, portrait and commercial work.

SERIES III VELOSTIGMAT F:9.5

A perfect anastigmat wide angle lens of extreme speed, embracing an actual angle of 90 degrees.



The above is an example of the quality of photographic reproductions such as will appear in the
Special Art Book on VeloStigmat Lenses. It is from a film negative
made with a Series I VeloStigmat F:6.3.

CONCERNING OUR CATALOG

We give herewith the comment which a prospective customer made on our catalog to one of our dealers in Lansing, Mich., as it seems as if the catalog made just about the impression on him that we intended it to make when we wrote it up.

THE CUSTOMER'S COMMENT IS:—

"Most of the catalogs I read seem to try and see how big claims they can make for their lenses, but this catalog does not claim that Wollensak Lenses will do anything under the sun, but does explain what each lens is suited for, and the things it will not do."

THE DEALER'S COMMENT IS:—

"We think this remark is a very good push for the Wollensak Company and their policy of doing business."

OUR COMMENT IS:—

Every dealer can feel confident in offering a Wollensak Lens to his trade that it will do all claimed for it and also that the catalog plainly states what not to expect of each type.

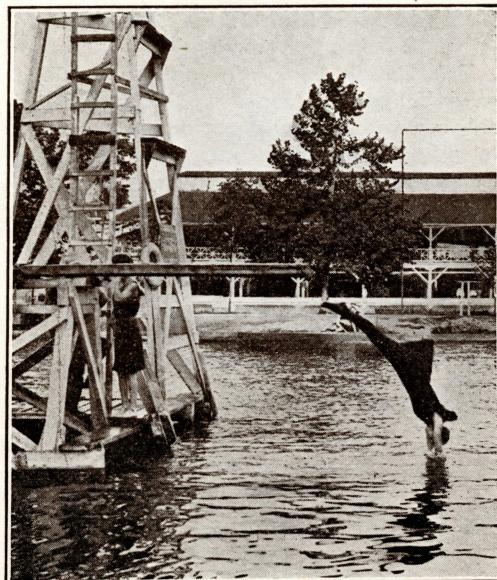
Is this not an incentive to push

WOLLENSAK

"The American Made Lens"

with the

"Guarantee Absolute"



Sept. 2, 1914

About four weeks ago you kindly replaced an Auto Shutter with an Optimus, with my Vinco Lens. This will show you that the Optimus works fine.

This picture was taken Aug. 29, 4:30 P. M., bright sun, with foreground in the shade, stop f:6.3 at 1-300 second. The negative was fully exposed. To say the least I am highly pleased with my lens and shutter.

Herbert Jackson, Hamilton, Ohio.

VELOSTIGMAT ART BOOKLET

This artistic booklet featuring the three series Velostigmat Lenses is progressing favorably and will without doubt be ready in time to play its important part in the holiday campaign.

If you have not already written for a quantity, do so at once, for the edition will be limited.

It is hoped that this booklet will be found complete and most helpful, and that it will surpass anything heretofore attempted in literature pertaining to anastigmat lenses.

Reserve a supply to day.

A little boy from Syracuse, who had never seen a negro, was riding in New York with his uncle when he spied a colored lady.

"Uncle, why does that woman black her face?"

"She doesn't. That's her natural color."

"Is she black like that all over?" the boy asked.

"Why, yes," Uncle replied.

The boy looked up beamingly at his uncle. "Gee, Uncle, you know *everything*, don't you?"

"I have the darnedest luck!"

"What's the matter?"

"We were having a little party, and a serious-looking fellow came up and said he was collecting for the Y. M. C. A. I gave him five dollars."

"Well?"

"And now I find he's a member of the Young Murphy's Cocktail Association." —*Yale Record*.

"Why are you surprised to see me? Did not the maid tell you who it was that had called?"

"No; she only said, 'A gentleman.'" —*Houston Post*.

THANKSGIVING AFTER CHRISTMAS

It is expected that the little sales postal card will "turn the trick" and we, in conjunction with our dealers, will be celebrating another day of Thanksgiving after Christmas this year.

ANOTHER HOLIDAY SPECIAL

Verito for Roll Film Cameras

The Size A and B Verito Lens F:6 which we have been offering for the roll film cameras has met with much success. The demand has greatly increased and has a tendency to a more universal soft focus lens for these cameras. So now after much experimenting and expense we offer the New Verito in the smaller sizes F:6 for the man with the small hand camera or kodak.

The new Verito is compact.

" " " has a flat field.

" " " gives an even diffusion.

" " " fits all hand cameras.

" " " gives good definition at F:16.

" " " can be had in shutter or cells to fit customer's shutter if it will accommodate an F:6 lens.

This opens up a new field for every dealer. Interest your customers, and let us help you. It should be a Christmas Boomer.

Remember, it is the small roll film cameras and kodaks which this new lens fits. Remember also that it can be had in cells to fit such cameras and be interchangeable with present lens.

Price of cells including fitting:

A—\$12.00.

B—\$13.50

TESTIMONIALS

Aug. 25, 1914.

A month or so ago I purchased through Mr. Middleton of this city, one 5 x 8 Velostigmat Lens No. 19115. This is one of the nicest lenses I have ever had and certainly is the best value I have ever received.

S. J. McGauley, Richmond, Ky.

Aug. 26, 1914.

As I did not hesitate to write you when I had complaint to make of my little Verito Lens, now that the lens has indeed "improved on acquaintance" and I have only praise for it, I deem it but fair that I should bestow it.

Used at full opening I have gotten beautiful results in landscape and portrait work, the quality of which is enhanced when I enlarge the pictures from 4 x 5 to 8 x 10.

Claus Bogel, Swetnam, Va.

Aug. 25, 1914.

We have given the two lenses (the Versar 8 x 10 and 8 x 10 Velostigmat Wide Angle Series III) thirty days trial, and to say we are pleased with them would feebly express it. We could not possibly ask for better results than we have obtained from them. We have been using some of the highest priced lenses on the market, but they fail to hit the spot with your goods.

Thanking you for your promptness and courtesy, we are,

Yours very truly,
Smith Bros., Martinsburg, W. Va.

Aug. 26, 1914.

I am using one of your Series II Velostigmat 4 x 5 and wouldn't part with it at all.

Logan Hair, Frederick, Okla.



VELOSTIGMAT-ISE

YOUR

CHRISTMAS TRADE

BY

SOWING THE SEED

NOW





WHETHER in Religion,
Business or Society
let your Ideal represent a
standard too high to realize,
yet keep your ambition the
attaining of it: and thus make
Life one grand effort toward
that which is better than that
which is. -:- -:- -:-

'Tis thus we serve humanity
— for the fellow who has
attained his Ideal, ceasing to
strive, becomes as worm-
wood — dead — and useless.

