

VOL. III, NO. 1

LENSOLOGY & SHUTTERISMS

JANUARY
FEBRUARY
1 9 1 5



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

Keep Moving

There's only one method of meeting life's test,
Just keep on a-stirring, and hope for the best;
Don't give up the ship and retire in dismay
'Cause hammers are thrown, where you'd like a
bouquet.

The world would be tiresome, we'd all have the
blues,
If all the folks in it held just the same views.
So finish your work, show the best of your
skill;
Some people won't like you, but other folks
will.

If you're leading an army or building a fence,
Do the best that you can with your own com-
mon sense;
One small word of praise in this valley of tears
Outweighs in the balance 'gainst carloads of
cheers.

The plants that are posing as commonplace
weeds
Oft prove to be just what a sufferer needs.
So keep right on moving, avoid standing still;
Some people won't like you, but other folks
will.

—Selected.

New Year's Greeting



T the opening of the new year I think it is fitting and proper for all those who have been brought in contact and have maintained pleasant relations during the twelve months preceding, to extend to each other best wishes for the year that is to come.

I don't believe in doing business on a friendship basis, or asking people to buy goods from you because of the friendly relations which exist, but think that business should always be conducted on business principles, and everyone make their purchases where they can do so to the best advantage. If, however, in carrying out this principle, a friendly relation is established, business can be done to much better advantage, and more pleasantly.

We never try to bribe anyone to buy goods from us by placing them under obligations to us, as I think that is a bad business principle, but we want our dealers to feel at all times that it is our pleasure to show them favors, no matter whether there is any direct return in the way of business or not. I coined a little business epigram some time ago, and I am going to repeat it here, as I think it pretty well expresses the principle we are trying to carry out:

"Make business a pleasure to all those who come in contact with you, and to yourself; be always easy, but never an easy mark."

We all of us spend most of our time at our business, and if we could make it a pleasure to ourselves and to those who come in contact with us, certainly we should try to do so, and I want all our correspondence and transactions with our dealers permeated with the spirit of good fellowship.

The present times are rather disturbed ones, and I think that the manufacturers and dealers should work in harmony and try to favor each

other all they possibly can. While optical glass, which is all made on the other side, has been advanced materially in price, we will make no advance in our list prices of lenses. I am pleased to state that although general business conditions have not been good for some months, our business with our dealers has shown an increase, and particularly is this so in the mail orders, which indicates that there is an increasing demand for Wollensak goods.

The Velostigmat type of lens, with the Series II leading the van, is I feel selling as fast as any lens of that type on the market. Our unique Verito is in demand literally in all parts of the world, as it is a somewhat different soft focus lens, and one thing we can conscientiously say about it is that it is unlike any other lens of this type.

"L&S" has met with a hearty reception, and will be continued, as we feel it is the best way of keeping in close touch with our trade. I am pleased to state that we have been able, owing to the increased facilities in our new factory, to build up a reserve stock of our standard catalogue goods, and can now guarantee shipment of rush orders the same day that they are received. This is the first time we have been able to do this since we put our line of lenses on the market, as we have heretofore had limited capacity, and so been oversold.

I take this opportunity of extending my thanks to all our good friends among the dealers who have favored us with their business during the past year, and I am pleased to state that without exception our relations with them have been harmonious and cordial, and while we have endeavored to maintain an attitude which would meet with their approval, the fact that we can do business with all of them without friction, indicates that they must be on the whole a pretty reasonable and nice crowd of people to do business with.

With cordial feeling towards them all, and the promise of better goods, prompter ship-

ments, and no advance in prices, there is no reason why we should not show an increase during 1915, and in any event, I wish to send herewith my New Year's greeting, and the assurance that I shall be glad to be of service, personally in any way possible.

H.C. Gorton

General Manager.

— 1915 —

Wollensak Optical Co.
Gentlemen:

Nov. 17, '14.

As you appreciate seeing the work of your lenses I send you one of my amateur efforts taken outdoors with your Velostigmat Ser. 1, F:6.3, 5x7 in Optimo, and I may add that I've never had the slightest trouble with the shutter through summer heat, to 17 below zero.

Yours faithfully,

Donald Grey.

Brady Lake, Kent, Ohio

— 1915 —

Oh! Be Joyful

He and she arrived in the fifth inning.

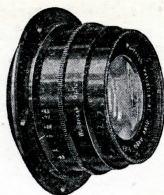
He—(to fan)—What's the score?

Fan—Nothing to nothing.

She—Goody! We haven't missed a thing.

"Here's a nickel," said a thrifty housewife to a tramp at her door. "Now what are you going to do with it?"

"Well, mum," replied the hungry man, "if I buy a touring car I shan't have enough left to pay my chauffeur; if I purchase a steam yacht there won't be enough left to defray the cost of manning her; so I guess, mum, I'll get a schooner and handle it myself."—Everybody's.



Velostigmat Series III F: 9.5

Wide Angle

Today's opportunity is with the professional trade to a large extent. The amateur puts by his camera until spring (though this should not be) and the professional is in full swing. Christmas has passed and the coffers are full from the holiday trade. The commercial season is here and the Series III should appeal to every photographer not already equipped with a perfect wide angle lens.

The extreme speed of F.9.5 makes it almost indispensable in banquet work, and its flat field and absolute covering power at full aperture, crown it king of commercial wide angle objectives.

The unconditional guarantee, the liberal trial period and discount, should place it first in your recommendation to your customers. And we are ready to co-operate.

— 1915 —

Reason Enough

Most of us work like the Irishman who was out in a pouring rain digging a ditch in the mud. Asked why he was doing it, he replied, "Begorry, I'm diggin' the ditch to earn money to buy bread to give me strength to dig the ditch."

Miniature Catalogue

While our supply of regular catalogues surpassed that of former years, the demand for them has also increased even beyond the allowance we had made which leads us to consider a miniature edition. This to be envelope size, have about 24 pages, illustrate all our products and give in a general way a description of each with prices.

We believe that these will be welcomed by our dealers and should serve in most cases to make a sale although we will have enough of the complete editions to take care of earnest requests.

What do you think about this small catalogue?

— 1915 —

Request Slips

These will increase your sales without doubt if you use them.

The slips are put up in booklet form with a durable cover, each booklet containing from ten to fifteen slips, perforated so that after being filled out, the booklet can be returned to its place in the lens case or in the salesman's pocket.

When a slip is returned to us and we address your prospective customer, your name will be used exclusively, and under no circumstances will any other dealer's name be mentioned in following up your request slips.

Why not take advantage of this service and watch results?

— 1915 —

It used to be that when women had little or nothing to talk about they talked about clothes. But nowadays when they talk about clothes they have little or nothing to talk about.



We Help You Hit The Mark

Dear Friends:

I trust you will agree with me when I say—There are men—and *men*.

Men who will not undertake a little thing—but sit back and wait for some grand golden opportunity to step up—hit them on the head and make them unconscious to everything except that big opportunity and the success which it brings.

Such men, were “‘men’ in waiting” years ago and are men “down and out” today. They do not realize that in waiting for opportunity to find them, they are exhibiting the very smallness of themselves.

Success does not fly around looking for some “Still” life upon which to alight. If we want success we must “Get up and get” after it and pay the price.

* * * * *

And, as with men in common, so with some photo supply dealers.

They have a store, they have some stock and they sit and wait for the trade to come in and “ask.”

They have “dreams, just dreams,” of a big establishment. They are semi-conscious to an

idea that a competitor is going bankrupt—or that some manufacturers’ advertisements will start a revival of the camera enthusiasts, and trade will come upon his store like the manna from the sky to the children of Israel in the wilderness.

But—it never so happens, and he dreams on.

My friends, there is *no* success in business without “get up and get.” There is *no* success in business without faith in your ability to *do* things.

There is no sense in your dreams of big things unless they are backed up by a burning desire and energy to set the wheels in motion to the realizing of them. And there is no success even with the above, except that they be governed by the co-worker to success *co-operation*.

I want success, opportunity, dreams of bigger things, the same as you do. It is natural.

The Wollensak Optical Company wants continued success. It is our “dream.” We want bigger things this coming year of 1915. And we are willing to pay the price for them.

Fourteen years ago when this company was formed, it was small. A few years ago when we placed our first anastigmats on the market we were a little larger. We had dreams of bigger things. We advertised, but this alone, did not bring success. We made our products as perfect as skill and money could provide, but this alone did not bring us to a realization of our ideals.

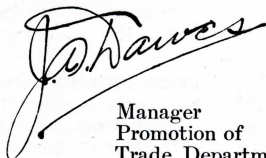
We took the dealer into our confidence, we made him like unto a part of our organization. We *co-operated* with him. We took the attitude that no sale was final until his customer was satisfied. We turned the Promotion of Trade Department over to his use. Through it we followed up his inquiries for him and with him. His prospect was our prospect. Our sale his sale. His hardship our hardship. And along these lines we grew, until today, I believe we have the largest factory in the world solely devoted to the manufacture of photographic lenses and shutters.

Such is the record of so few years. Such is the testimony of a *Co-Operative and Protective Sales Policy*.

And now—as we come to the opening of a new year, let me pledge to you our friend and dealer, the same spirit of working together in 1915. Let me express to you my earnest desire that I may have your support this new year even with renewed zeal and then greater success will be our mutual reward.

And so—let me extend to you personally, my sincere wish that the year 1915 will be to you a year of Happiness and Prosperity.

Most cordially,



Manager
Promotion of
Trade Department

Velostigmat Series II F: 4.5

We have repeatedly called to your notice the fact that the Series II Velostigmat has become a winner in the professional studio, and we want to assure you that this popularity is on the steady increase.

The Series II in the 8x10 and 11x14 sizes have found favor with many of the leading men in the profession and also in a number of camera clubs throughout the country.

In offering the Ser. II to the finest professional in your city you can feel confident that it has no *competitor* at the price and no peer at *any* price.

Now wouldn't you like us to help you place a few? All you have to do is to send us the names of those professionals in your city, town or hamlet who you believe would be interested and we will do the rest. Remember, however, "Team work," is nine-tenths of the sale.

— 1915 —

Don't Put It Off

"And you really think, doctor, that you must perform the operation today?"

"Oh yes. There may be no necessity for it tomorrow."

Experimenting

Mrs. Cox (handing to her husband a saucer full of white powder)—"John, taste that and tell me what you think it is."

Mr. Cox (touching his tongue to the powder)—"It tastes like soda."

Mrs. Cox—"That is what I told Bridget. She declares it is rat-poison. Taste it again to make sure."—Thomas N. Miranda.

Murphy (stopping to watch a fight between a Jew and a Negro)—"Is this a private fight, or can any one get into it?"—Thomas N. Miranda.



Auxiliary Lens Sets

At this time we would again call to your attention this set of Auxiliary Lenses. Upon second thought you will appreciate that in offering this set to your trade you offer an article paralleling the sets now being sold at a higher price.

Further, this set is supplied in genuine leather covered case and velvet-lined, going the more expensive sets *one better*. And in addition to this the duplicator is of the new Wollensak construction, making it unnecessary to remove it for both exposures.

You should have 'em in stock. The amateur with such a set could use his camera all winter and your profit would not alone be on the lenses, but also on the supplies he would consume.

The Portrait attachment for home portraits of family. The wide angle, for those house parties and groups in small living rooms. The duplicator for freak pictures in and out-of-doors. The ray filter for cloud effects and color value in all work. The enlarging and copying for work as the name implies and the telephoto for distant photographs.

Write today for 1, 2, 6 or 12 sets for stock. They are selling rapidly for those who stock them.

How about you?

Price, complete, \$4.00, less your discount.

Sales Post Cards

I want to thank you most sincerely for the generous and enthusiastic response to my call for co-operation in re the sales postcard. It is keeping me busy imprinting them for our dealers and as this issue is going to press some 10 days early, I cannot, as yet, say just what the result will be. However, it bids fair to be well worth our efforts, judging by early returns.

Let's not confine it to Christmas, but push it along as far as it will go. Are you with me?

— 1915 —

Had Other Customers

Johnny had been very excited all morning and finally burst out with:

"We have a baby girl at our house, teacher; Dr. Moore brought her."

Immediately another small hand was frantically waved in the air, and a little voice piped: "We take off of him, too, Miss Brown!"—Sunshine Bulletin.

Experience Taught Him

A yellow-haired descendent of the Vikings walked into the office of a prominent attorney the other day, and said:

"Ay want you to make some papers out. Ay buy a farm in Powell valley, and ay tank ay want a mortgage."

"Why do you want a mortgage," exclaimed the lawyer, "if you bought the farm? Don't you want a deed?"

"No, ay tank not. Sax years ago ay buy a farm and getta deed, and odder feller come along with a mortgage and tak da farm. Ay tank ay tak a mortgage."

It isn't what you know, but what you can do with it.—*Hubbell's Individuality.*

"Personal"

Gentlemen:

When a young man meets a young lady and is invited to call, he is pretty sure to get her *correct* address.

Not where she used to live, but where she does live. That is, of course, providing he has enjoyed her company.

Likewise—if we and our sales helps, etc., are of real value to you, and you look forward to our "visits," be sure that we have your correct address.

The new postal regulations may prevent our "calling," if we have not the *street* number.

Please drop us a card, giving complete address for our files.

We want to "call" regularly, but if we don't know where you "live" we both lose the pleasure.

Sincerely,

Lensology and Shutterisms,

and all other

Wollensak Literature.

1415 Clinton Ave. N.
Rochester, N. Y.

— 1915 —

A proposal never seems just right to a girl unless it is backed up by some moonlight scenery.

Common sense is a good thing in its place, but its place isn't in a love letter if you would make it interesting.

A very wise man once said that when he began to feel too important he got a map of the universe and tried to find himself on it.

A GOOD THOUGHT FOR THE
NEW YEAR

— 1915 —

The Bridge Builder

An old man, going a lone highway,
Came at the evening, cold and gray,
To a chasm vast and deep and wide.
The old man crossed in the twilight dim,
The sullen stream had no fear for him;
But he turned when safe on the other side
And built a bridge to span the tide.

"Old man," said a fellow pilgrim near,
"You are wasting your strength with building here;

Your journey will end with the ending day,
You never again will pass this way;
You've crossed the chasm deep and wide,
Why build you this bridge at evening tide?"

The builder lifted his old gray head—
"Good friend, in the path I have come," he said,
"There followeth after me today,
A youth whose feet must pass this way.
This chasm that has been as nought to me,
To that fair-haired youth may a pitfall be;
He, too, must cross in the twilight dim—
Good friend, I am building this bridge for him!"

—Selected.

— 1915 —

A Year of
Brotherly Love, Fraternity and
Co-operation

IT'S good to have
money—and the
things that money
can buy.—

BUT it's good, too,
to check up once in
a while

AND make sure
you haven't lost the
things which money
can't buy.

GEO. HORACE LORIMER.

