

LENSOLOGY & SHUTTERISMS

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**The Wollensak
Optical Company
ROCHESTER NEW YORK**

The man who gets a
reputation for hair-
trigger work in adjust-
ing misunderstandings
will soon find there
will be few misunder-
standings for him to
adjust.

THE AMBASADOR



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During the past year it has been my pleasure to call upon a great many of our dealers in various parts of the country, and I desire at this time to express my appreciation of the kind and courteous treatment which I received from all.

February 1st I started on a trip which will include most of the larger cities in the west, and while I will probably have reached the coast by the time L&S reaches you, there are several dealers whom I will visit for the first time on my return trip, and to these people I wish to say that I will have with me a representative line of Wollensak Lenses and Shutters, and I trust my coming visit may afford me an opportunity of being of service.

In spite of the fact that owing to the European war there has been an

advance in the price of optical glass of 50%, we have not changed the list price of our lenses, as we had an abundant supply of glass on hand. It is quite probable, however, that prices will be advanced latter on, so I have no hesitation in advising the dealer to place liberal orders at the present time, as goods certainly will not be any cheaper, and they may cost more money before the year is out. Foreign made lenses, particularly of German manufacture, are less in evidence than they have been, and as the business of this country is resuming its normal proportions, certainly now is a good time to buy Wollensak Lenses.

I hope you will avail yourselves of the opportunity to replenish your stock of our products which are now so well known that it is very seldom that you have a customer who does not know of their merits, so I am going to have my order book with me and I trust you will have no hesitancy in making me use it.

With best wishes to all our good friends in the trade for a successful season, and looking forward to the time when I will meet you personally, I am,

Very truly yours,

Assistant Manager
Promotion of Trade
Department.



Money isn't all you can lend. Sometimes a helping hand is of a lot more assistance.

"MADE IN U. S. A."

There is a growing sentiment in favor of American-made goods, particularly in photographic lenses, as the time has gone by when it was necessary to purchase a foreign lens in order to secure one which was technically, scientifically and optically perfect.

There are several American lens makers, who, like ourselves, have been manufacturing the highest grade of portrait and anastigmat lenses for over ten years, and it goes without saying that if their goods were not perfect and satisfactory, that the concerns manufacturing them could not have stayed in existence. As a matter of fact, a great number of American companies have started and stopped manufacturing goods of this nature within the last ten years, but the rule of the "survival of the fittest" gradually eliminates the ones who can not make good.

We believe that all goods which can be purchased by Americans to equal advantage should be of American manufacture, as it is an elementary rule in economics that if you keep the money in your own country, you are benefiting all inhabitants of that country. We think it was Abraham Lincoln who said, in discussing the tariff, that there were many phases of it which he did not quite un-

derstand, but this he did understand, that if we purchased the goods in this country, we had both goods and money, but that if we bought them abroad, we had the goods only, and the foreigner had the money.

In view of the disturbed general conditions of this country, it would seem as if it were wise for all Americans to buy American-made goods, where they can be bought to equal advantage, as it is easily seen that it is to the benefit of his own country to do so.

Buy Velostigmats and other Wollensak lenses, if they suit you, but if you don't buy a Velostigmat, purchase some other standard recognized American-made lens, if the company manufacturing it is responsible, and has been in business for a number of years.

We put it this way as should you buy a lens manufactured by an irresponsible company, and that company goes out of business, you have no redress, and no one to look to to reimburse you if the lens is not satisfactory. American-made lenses such as we speak of, are equal in every respect to the best foreign goods and they cost no more, and in many instances, cost less.

There is no call at present for Americans to show their patriotism by going to the front to defend their country from the attacks of a foreign army or navy, but

why not be patriotic in a financial way, as that will be good training if the time comes when we have to show patriotism of another kind.

Buy American-made goods—particularly lenses.



VELOSTIGMAT SERIES I

Jan. 6, 1915

The Wollensak Optical Co.
Rochester, N. Y.

Gentlemen:

I am enclosing a picture that I think you will appreciate. It is a snap-shot taken with one of your lenses, Velostigmat Series I $3\frac{3}{4} \times 5\frac{1}{2}$. The picture is not a thing of beauty and is not intended as such, but it does speak well for the speed of the lens. It was taken at mid-day on one of the first days of December while it was raining hard. It was as dark as any day we've had this winter.

The exposure was made with the largest stop F:6.3 at 1-25 of a second.

Respectfully,

Statesville, N. C.

ROBERT M. RICKERT

OTHERS ARE DOING IT— ARE YOU?

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&
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January sixteenth a Wollensak dealer in a comparatively small city (about 50,000) advised us he sold 16 Wollensak lenses and had prospects for 8 more so far this year.

Not so bad—a lens a day, and all of the higher grade.

A dealer in New York very courteously said, send me:

3	5x7	Series II	Velostigmats in Optimos
1	6 1/2x8 1/2	"	"
1	5x7	Versar in Regno	
1	6 1/2x8 1/2	"	"

This is just an example of what some are doing. Just sit down and figure out the profits in each of these cases and see if it is not worth your effort with our co-operation to duplicate.

EXPLAINED

Mistress—"Are you married?

Applicant—"No'm I bumped into a door!"

Scribners

I'M THE GUY

I'm the guy that put the Lens in
WolLENSak



JACK LONDON

Photo made by H. H. Morris of Galveston, Texas
with a Velostigmat Series II F:4.5.

PRESS COMMENT

In referring to the work of Mr. Morris with his Wollensak Lens, Galveston's leading paper says in part—

"In adding to his collection of awards for merit a fine trophy, this photographer proudly points to the efficiency of **American-made lenses**. Formerly it was thought a real picture could not be taken without imported lenses some costing as high as \$250, but now for half that amount sets of lenses of double efficiency, American-made, can be obtained."

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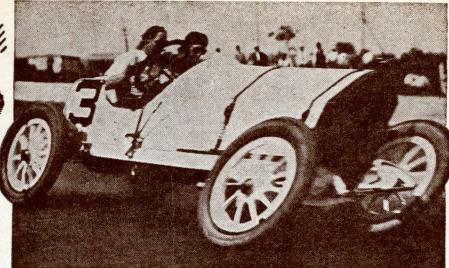
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FOR
SPEED!

USE A

VELOSTIGMAT

SERIES II F: 4.5



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The Perfect Anastigmat—which is fully guaranteed—and which you can secure from your dealer for a very liberal trial period.

New Art Booklet on Velostigmats now ready.



**The Wollensak
Optical Company
of ROCHESTER NEW YORK**

This is a reproduction of our ad in the March magazines.

We will endeavor to make all our advertising for this season as attractive

and eloquent as possible, and hope it, with our co-operation will help our dealers to increase their sales of Wollensak lenses and shutters.

YOU CAN'T AFFORD—

to put it off because you belong there. Oh, eh, yes, we are speaking of that Dealers Convention in New York City March 27th to April 3rd.

As we were saying, you belong there with all the wide awake dealers because its your convention, you are the big part of this biggest of all events ever attempted in our line of business.

A couple of years ago you would have thrown up your hands and said "impossible" but now quite different for it is to happen. We always did have sort of an idea that the dealers of this country were capable of the biggest things possible and we are now convinced of it. But it has been brought about by hard work and everlastingly sticking to it. Looking at it from our outside perspective we can say that your committeees have done remarkable work in preparation but it now remains for you, the life of the organization, to crown their efforts in your behalf and come out good and strong with your presence and support.

In a letter received from Mr. Huesgen, chairman of the Exposition Committee, he says that there are to be great doings. Every dealer in attendance will have a chance of a life time to see the "Latest" in photography and be able to intelligently answer his customer about new and

standard goods. So far about sixty of the leading manufacturers and jobbers have contracted for space and it is expected this number will finally reach close to the 100 mark. A remarkable opportunity to get posted. The whole program will be helpful and interesting.

There will be a sight seeing trip for the delegates and their families. Note—families—that means bring friend wife, for you will need someone to take care of you in the "big city," and—

A banquet on Thursday or Friday of convention week, (worth the trip alone) wonderful print exhibit, with awards, and above all a chance to meet your deadly competitors and shake them by the hand in a spirit of Fraternal Friendliness.

Do you not think it worth your while? There will be 500 or more dealers hence we say you can't afford to put it off because you belong there.

New Grand Central Palace
New York City March 27 to April 3.
and make our booth your favorite spot,
No. 353 right in the center of the whole bunch.

GRAVITY WINS.

"Where's your little brother?"

"He hurt himself."

"How?"

"We were seeing who could lean out the window the farthest, and he won."

Extract from letter received January 9th, from our glass manufacturers:

"The chemical products and the combustibles indispensable for my special fabrication are beginning to become rarefied on our market, and consequently the prices of same increase continually. In spite of these rises, as my stocks are very near being exhausted, I must purchase a certain quantity of this material for cash and on exceedingly burdensome terms."

"If the war continues a long while, as it is probable, all this material will rise still in price and even we will be, perhaps, short of some chemical products. It is desirable, indeed that this eventuality not happens."

"Owing to the above grounds, I am compelled, with regret, to change the prices appointed in the beginning of the war, that is to say about four months ago."

"Consequently, I beg to inform you that on all the new orders which will reach me from the present day, an advance in price of 50% will be charged instead of 20%. I will do what I can to expedite your shipments, but you must bear in mind that my works are being

maintained only with a greatly reduced force, and that I must first supply the Government with anything they may need."

The above is not to scare you. It is just in keeping with our policy to take our dealers into our confidence and give them every opportunity to make their business better and the handling of our line more profitable.

It stands to reason that the price on lenses must go up. We want you to know this. We still have some glass purchased at the old price which you can secure while it lasts without advance. We would suggest that you place some of the good sellers in stock at once at the present discount,

IN MEMORIAM

This is in memory of John Smith who was accidentally killed as a mark of affection by his wife.

When some people have a little time to waste they annoy others who haven't.

Dec. 27, 1914

Wollensak Optical Co.
Rochester, N. Y.

Dear Sirs:
The 12 inch Series II Velostigmat which you recently supplied to the Union Camera Club is so satisfactory I have a feeling I should like to own one of about the 9½ inch focus.

Yours truly,
Waltham, Mass. M. L. VINCENT

CO-OPERATION OR SELF-AGGRANDIZEMENT.

L Surely no business man can pick up a daily and read the news, but it occurs to him that we live in a very peculiar age. An age in which people seem unsatisfied; in which change, modification and revolution seem to point out the way to a vain golden goal. A thoughtless age—thoughtless in regard to the welfare of those other human beings who tread the path of life by our side. An age in which a spirit of personal gain socially, financially and politically predominate. A sad age indeed because these follies of man have brought us to a place in history where the bitter sting of poverty is being felt by many.

Just at present I have in mind the political follies, not that these pages are to be given to criticising the state or national government or indeed because I have a personal axe to grind (for here we have not felt the blow as others have) but having always advocated fair play and co-operation whether it be dealer with consumer; manufacturer with dealer or the government wth the business interests of the land, I cannot close my eyes to the crying need of my fellow beings. Hence I feel very much in sympathy with the remarks of Mr. Eugene Lamb Richards, State Supt. of Banks recently in Albany, N.Y., who said:

L & S "Is the main cause of the lack of work hard to seek?" Is it not that business has had too much interference from the state, too much tinkering with tariffs, railroad rates and business methods; too many everlasting commissions first prying into every man's affairs, and then telling them how to run them. Trade commissions, labor commissions, factory commissions and investigations, commissions on every subject in the business directory have chilled capital and when capital catches cold, labor freezes to death. What then is the true remedy? Naturally, to undo the things that have stopped factory wheels and closed warehouses, to moderate paternalistic legislation and the over-regulation of business. Cease the useless endeavor to level all men to the same prosperity, and above all put in administrative office men with practical business experience instead of parlor or library theorists—to put it badly—hard heads not soft hearts in public places."

Superintendent Richards urged for the necessity of co-operation between government and business; between public officers and financiers, "working shoulder to shoulder along the middle way between governmental supervision and the policy of live and let live" with particular care to keep away from socialistic tendencies which he declared dangerous.

Now I do not intend to enlarge upon these remarks or to say to what extent these socialistic tendencies may be harmful or indeed to try to point out any good which may lie behind them. But this one thing I do know.

That no matter what kind of a government we have it must be based upon the Golden Rule, plus Co-operation, to be lasting, and give us a truly prosperous and contented age as a nation and co-operation is simply an enthusiastic willingness to hook up with the other fellow

and pulling intelligently with him to do a fair share of the work.

The government must assist large business for such is the life of a nation; the large business must play fair with labor for such is the life of large business.

And if the government be by capital it must not deride labor neither should labor seek control of the government under the banner of "Revenge" for if such becomes the case the whole nation will go down gradually or perchance in rapid strides to destruction in the turmoil of self aggrandizement.



The Lord freezes the water
but we are expected to cut our own ice.

Jan. 12, 1915

Wollensak Optical Co.
Rochester, N. Y.

Dear Sirs:
Please ship one Vitax Portrait Lens No. 1
in Barrel.

We cannot praise your Velostigmat lenses too highly. Are better pleased with them everyday.

Maquoketa, Iowa

A. F. HAMLEY

The reason people go to competitors is not often because they find better material there, but because they find better service there.

FORD TIMES

Yesterday is dead,
forget it. Tomorrow
does not exist,
don't worry.
Today is here,
use it.

VON BOCKLIN