LENSOLOGY and SHUTTERISMS

July 1914 August

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The Wollensak Optical Company
ROCHESTER NEW YORK
In the Machinery of your Business which are you A Cog or a Clog?

The Spirit of the Times

is that of patriotism. The Fourth of July recalls to mind the time when we shook off the yoke of a foreign power and established a new nation which has since become foremost of all the nations of the earth and on whose possessions the sun never sets.

In questions of International complications we stand by the flag and pledge our lives to defend it though it lead through fire and with sword.

Our spirit of patriotism is high but—how limited. In the personal things of life, how we crave the "foreign made" article when nine times out of ten, that made in our own land offers a better proposition both in quality and price.

How we so cheerfully accept and in fact take for granted the protection of the Stars and Stripes—the education of the young and the advantages for the old, yet we are wont to spend our money so that it gives one agent his profit here and pays the wages of many hundreds abroad. Then we turn around and condemn the labor conditions in our own beloved land.

Stop your kicking and carry your patriotism into your business.
This is especially applicable to the photographic lens. Be patriotic, not because it is made in America alone; but—because it offers a better proposition to you and your customer in as much as the lists are lower, the discounts more attractive and quality equal or better.

Why not push “Wollensak”—the American made product with the guarantee absolute.

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Quityerknocking Gotoboosting

Wollensak Optical Co.,
Rochester, N. Y.

Dear Mr. Dawes:
Our photographer is delighted with the new lenses, and we wish to thank you for the exceptional promptness with which you responded to our request. The lenses all reached us Friday and were put to good use immediately.

We thank you for your kind offer to assist us with information from time to time, and it is more than likely that we will have occasion to avail ourselves of your courtesy.

With all kind wishes, we are,

Sincerely yours,

THE ROYCROFTERS
East Aurora, N. Y.

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No matter how many college degrees a man has, if he cannot earn an honest living he is an educated ignoramus, and is one with the yesterdays, doing pedagogic goose steps down the ways to dusty death.

The Philistine

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The “VOLTAS” Lens

We were very much pleased with the way in which the dealers responded to our announcement in regard to the “Voltas.” But for the benefit of those who have not yet realized this change and placed some in stock let us repeat that the Voltas is an improvement over the old three focus Symmetrical lens.

We have given it this trade name and placed it in our new catalogue that we may furnish our dealers with an inexpensive objective standard in design and uniform in quality, that will enable them to care for the demand for a thoroughly practical and low cost outfit.

Two motorists, having almost ruined their tempers and their tires in a vain attempt to find a hotel with a vacant bed, were at last forced to make the best of a small inn. Even then they had to share a bed, which was, and on this the landlord laid great stress—a featherbed. They “turned in” and one of the pair was soon fast asleep. The other was not. He could not manage to dodge the lumps, and heard hour after hour strike on the church clock until three. Then he violently shook his snoring friend.

“What’s the matter?” growled the sleeper. “It can’t be time to get up yet!” “No it isn’t,” retorted his friend, “but it’s my turn to sleep on the feather.”

Everybody’s
Suppose the Fish Don't Bite

Suppose the fish don't bite at first
What be yew goin’ ter dew?
Chuck down yer pole, throw out yer bait,
And say yer fishin's thro’?
No course yer haint, yer goin' tur fish,
An' fish, an' fish, an' wait
Until yew've ketched yer basket full,
An' used up all yer bait.

Suppose success don't come at first,
What be yer goin' tur dew?
Throw up the sponge an' kick yourself,
An' throw away yer bait?
No course yer haint, yer goin' tur fish,
An' bait, an' bait again,
Bimeby success will bite yer hook,
‘An yew will pull him in.

The Sales Campaign

recently announced is about to be launched.

Let us just remind you at this time that the Keynote of its success will be Co-operation. We look to you for that now as we are already pledged for our half. Key yourself up to this note and—well, success is ours.

The Evils of Price Cutting

One year ago Mr. H. C. Gorton, General Manager, set forth on these pages the evils of "Price Cutting" and today I would that I might bring to bear on every dealer throughout this great nation a fuller vision of what the evil of price cutting really means.

Are you one of the many who figure that by knocking down the price of an article so that you receive a little more than you paid for it, you are making money? Do you ever stop to figure the overhead expense? The time required to sell the article—salaries—rent—correspondence, etc.

Are you in your anxiety to make money—your selfish desire to take your neighbors trade from him, really losing money by loosing sight of the "Ghost" overhead expenses?

Perchance you misunderstand the reason for our liberal trade discounts. Then let me say that IT IS NOT so that you can cut the price and ruin not alone your own trade but the trade in general—but IT IS so that you can sell our products at a reasonable cash discount if needs be, meet your overhead expenses and have a fair profit left to justify your efforts. Think it over.

Cordially yours,

J. A. DAWES

It takes a live fish to go up stream, a dead one can float down.
VINCO ANASTIGMAT F; 6.3
Cutting the plate at high speed.

THE SERIES II VELOSTIGMAT
1-1100 part of a second at close range
80 miles an hour. At Indianapolis, May 30th,
Enlarging with the Verito

There are a great many amateurs who have a very good lens and many excellent negatives. Just now the "soft focus" bee is buzzing and many an amateur is wishing he could make over some of those negatives with the diffused focus lens, but the time has passed, never to return? Well hardly—for the negatives can be enlarged through the Verito lens resulting in most pleasing enlargements embodying that soft, pleasing, natural effect, so satisfying to the eye appreciative of the beautiful and artistic.

It will be to the advantage of every dealer to push this particular branch of photography and if further information is wanted our Promotion of Trade Department awaits the pleasure of serving you.

'Tis None the Less a Fact

that were you to respond with the same zeal as the undersigned to our efforts to help you sell our goods, you would find yourself selling more of our goods because—our policy, plus our quality, plus your co-operation is bound to sell goods.

Wollensak Optical Co:
Rochester, N. Y.

Gentlemen:

We are in receipt of your cards from Promotion of Trade Department regarding inquiries of Mr.—Big Rapids, Mich. and Mr.—of this city, and have addressed letters to these gentlemen. We also wish to thank you for your co-operation and beg to assure you that we will do all in our power to warrant such co-operation.

Very truly yours,
E. C. Litchfield
Flint, Mich.

per Lee L. Martin,
Mgr. Photo. Dept.

The essence of advertising is honesty. The honest advertiser who believes in his message is the only one who can impress his readers.

Every lens that I have is of your make, I have five of them and they all give satisfaction"

Mr. J. G. Van Horn,
Portland, Mich.
Filling Orders

We are pleased to state that we are now in a position to fill orders for our standard, catalogued goods much more promptly, as the new factory is running nicely, and with our increased capacity we will be able to take care of the demands on us without the delay which has occurred in many instances in the past two or three months.

Our friends the dealers have been very patient with us, and now we want to show our appreciation of it by giving them more prompt service. We hope in the next number of L&S to be able to make the announcement that we have accumulated a reserve stock of all our standard goods, and can guarantee shipment on same day received, telegraphic and rush orders.

Mgr. Promotion of Trade Dept.

Dear Sir:

I received your catalogue and thank you. I am using at the present time an Optimo Shutter with an Ansco F: 6.3 Anastigmat and I can only say that it is the best and most accurate shutter I have ever had. I also have a Wollensak Ray Filter which I would not be without.

Yours respectfully,

Wm. R. Duncalf

VERITO
DIFFUSED FOCUS f: 4.

"The lens that improves with acquaintance"

A distinctive tool for artistic portrait and landscape photography, used by such well known artists as Garo, Goldensky, Towels, Kelly, Phillips, Ellis, Bradley, Clark, Weston, Kunz, Porterfield, Ruzicka and many others.

A copy of our art book on the Verito, printed on hand-made Japanese paper, silk tied and beautifully illustrated by leading pictorialists will be sent gratis upon receipt of request and your photo supply dealer's name.

THE WOLLENSACK
OPTICAL COMPANY
ROCHESTER NEW YORK

OUR JULY AD
In the Photographic Magazines
The Atlanta Convention of Professional Photographers convinced us of one thing—
That the Series II Velostigmat F:4.5—and the Vitax Portrait Lens F:3.8 are the two favorites the country over, by the men who know.
“LIBERTY”
In a true Business Sense is The Keynote of our Policy to
“Let the User Judge.”