

Lensology and Shutterisms

January
1920

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**WOLLENSAK
OPTICAL COMPANY**

R O C H E S T E R, N. Y.

The Emblem of Business Character

BY INVITATION
MEMBER OF



NEW YORK U.S.A.

Character is the first requisite for permanent success in business. With the assurance that business character is back of a concern, goes the assurance of quality products, efficient service and truthful representation.

Published Bi-Monthly for and in the interest of Wollensak dealers by the Promotion of Trade Department

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Merited Distinction

To all those connected with the Wollensak Optical Company much interest will be created by the announcement that we have become a member, by invitation, of the Rice Leaders of the World Association. This effects you directly, as through our Membership you derive valuable aid in stimulating your sales of Wollensak products.

The Rice Leaders of the World Association is a cooperative organization composed of manufacturers who possess unquestioned reputations for integrity, dependability and fair dealing. Each member is supporting the movement to bring about greater appreciation for highest business standards—a movement that is of great benefit to business in general.

The Emblem of the Association, shown on the opposite page, embodies by word and symbol the four qualifications for Membership.

HONOR: A recognized reputation for fair and honorable business dealings.

QUALITY: An honest product of quality truthfully represented.

STRENGTH: A responsible and substantial financial standing.

SERVICE: A recognized reputation for conducting business in prompt and efficient manner.

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Membership in the Association is considered one of the highest honors which can be bestowed upon a manufacturer. You being associated with us through handling our products, naturally share in this distinction. The Association is formed for the protection of the dealer and consumer. Its Emblem is, in itself a recognized basis for intelligent judgment in purchasing.

The Association by a national newspaper advertising campaign is furthering the interests of members and those handling Members products. Full page advertisements appear regularly in the newspapers of prominent cities all over the country. The purpose of this campaign is four-fold:

First: It establishes a realization of what constitutes high business standards.

Second: It emphasizes the reputations of those manufacturers who conform to these high standards, and through cooperative effort, secures maximum merchandising results at minimum cost.

Third: It increases the sales, and reputations, of all those affiliated by sales connections with Members.

Fourth: It establishes the Emblem as a mark of Business Character—as a Guide to Buying,

The Association's announcements, built around ethical as well as practical standards, bring the concrete advantages of increased

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prestige, increased Good-Will and increased sales to Members and their respective agents.

Every Wollensak dealer can take pride in the fact that he has, through loyalty, effort and cooperation, taken part in establishing the reputation our Company and products enjoy. All should have a feeling of personal pride in the recognition we have achieved and should continually have in mind the sustaining of our reputation and our good name.

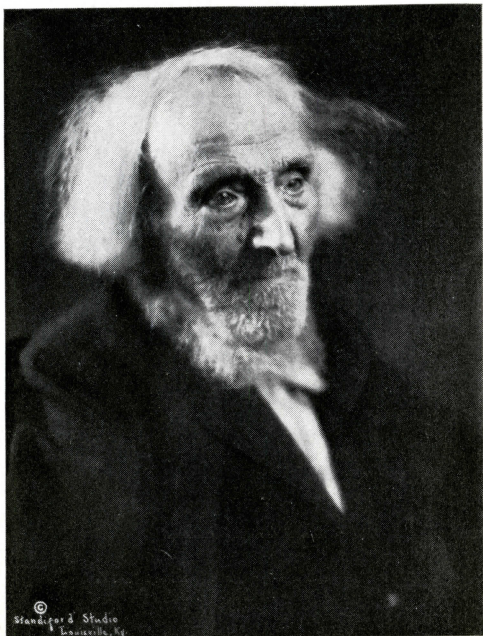
Working together in perfect harmony, as we have in the past, we have accomplished big things. By continuing to work in this way, we shall accomplish even more. Through our Membership in the Rice Leaders of the World Association we have attained an enviable position in our industry.

Let's keep in front.

FOR A HAPPY NEW YEAR

try injecting a bit of friendship and the human element into your commercial relations with your customer and your fellow-man. For business without this is a lifeless, monotonous thing. Man's mission on earth is of greater importance than to merely hold down a job, and it is only possible to get out of your work what you put into it.

Simply to sell a customer is one thing; to sell him so that he is heartily glad he bought and has confidence in you and in your service, is a far bigger thing.



—by the Standiford Studio

For Old and Young

That headline reads like an ad for a tonic or breakfast food,—but it's not. We are just talking about the Verito again (or "yet" whichever you prefer).

For the little old Verito will make a good photo of *anyone* regardless of race, color, age, religion, or political party. The old gentleman at the left claims to be the oldest man in America, producing documentary proof

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—by F. J. Sipprell

of his 131 years. The little chap at the right may have once enjoyed, for a few seconds, the distinction of being the youngest "man" in America.

In photographs of elderly persons, the Verito softens the wrinkles and reduces the necessary retouching about *sixty per cent*. With youngsters, it emphasizes the fine texture of their rosy cheeks. Anywhere, anytime, for any purpose, the Verito will produce a picture rather than an unpleasantly sharp photograph.

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The Question Box

(This is a new department placed at the disposal of readers of Lensology. If you have any questions pertaining to lenses or shutters, shoot them along, marked for "The Editor".)

If the Optimo is set at a point between the marked speeds, will it render a relatively intermediate speed?

Yes. For example by setting speed indicator between $\frac{1}{25}$ and $\frac{1}{50}$, you will get $\frac{1}{35}$. By setting between $\frac{1}{2}$ and 1, you get $\frac{3}{4}$ second exposure, etc.

How can a sharper image be obtained with the Verito when used wide open?

It is true that in the Verito, as in all soft focus lenses, a certain amount of chromatic aberration is present but this is not apparent to a great extent so that the visual focus is almost the same as the chemical. However, a greater sharpness can be obtained at the largest aperture of F:4 by allowing for the chemical focus. The amount of allowance necessary can best be ascertained by trial. For most large heads, greater sharpness can be obtained on the eyes by focusing at a point midway between the eyes and the ears of the subject.

How does the diffusing devices on the Series II Velostigmat and Vitax, compare with Verito results?

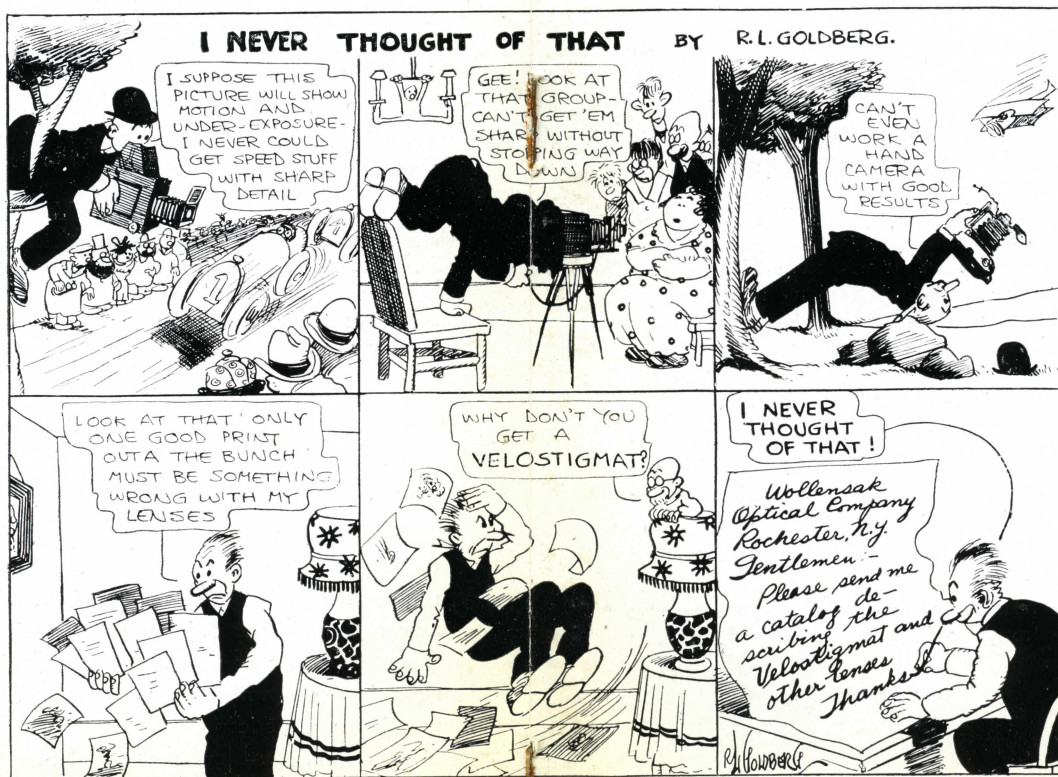
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Diffusion rendered by the Verito is of a far superior character to softness obtained by diffusing devices or any other method. The diffusing attachment is, of course, a great convenience, but it cannot be expected to give the same beautiful rendition of tone as a lens of special construction such as the Verito. If a customer cannot afford both Velostigmat and Verito, the former is a better selection because of its all 'round usefulness, but the two lenses together form an ideal studio combination.

1920 Advertising Plans

Our plans for advertising in the photographic journals in 1920, call for greater space than we have ever used before. We will run distinctly separate campaigns in the amateur and professional journals, appealing to these two classes of trade. The professional advertisements will treat on the work of prominent American Photographers, telling also of their regard for Wollensak lenses.

He who anticipates his lens needs, and has in stock the most popular sizes and types of lenses, can best serve his customer's requirements.



This cartoon, four times the size shown above is ready for our dealers, in poster form, for use in stores and store-windows. A sales cartoon forms an effective poster. They stop, they look, they laugh and buy. Send a card for YCUR copy.

Always striving for the unusual and distinctive in our publicity, we employed this in our advertising in the January amateur publications.

DEALER SERVICE

New Amateur Circular

With this issue we are enclosing a copy of a new circular intended for distribution to your amateur trade. You will note that we have outlined in interesting fashion the advantages of the anastigmat over the cheaper R. R. or S. A. lens, and have likewise listed the most popular types of Wollensak Velostigmats and anastigmats for amateur use.

The best way to distribute these, is to include one in each envelope containing developed films or prints, so securing 100% distribution among your amateur trade. Or they may be left on the counter or used as mail enclosures.

There is room on the fourth page for you to stamp your imprint. Now, then, how many?

Goldberg Poster

See note on bottom of center page spread, regarding posters of the Goldberg cartoon. You have no idea of the attention getting value of the cartoon poster until after you have tried it.

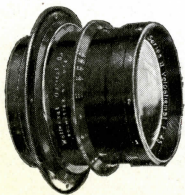
Bulb Attachments for Studio Shutters



Occasionally a customer will object to the standard 36" release furnished with our Studio Shutter, on the grounds that it does not permit him to work at a great enough distance from his camera. For the use of those who prefer the bulb, we offer our bulb attachment, a convenient device permitting the use of bulb and hose, that readily screws onto the wire release socket. There are different sizes to fit various sizes of shutter, so in ordering be sure to give the shutter number.

...Selling Points...

SERIES II VELOSTIGMAT F:4.5



1. Anastigmat.
2. High speed.
3. Flat field.
4. Perfect covering power.
5. Equipped with diffusing device in the three largest sizes.

The Series II Velostigmat is an ideal outfit for all-round studio work, home portraiture, or Graflex use.

LENS DOPE

A Flat or Curved Field?

The photographic salesman selling to the professional studio, should know the advantages of both a flat and curved field lens, in order to be in a position to make the best recommendation to his customer. Both types of lens have peculiar characteristics that fit them for their intended scope of work.

A photographer who needs a lens for all-round studio requirements, should employ a flat-field objective, such as our Series II Velostigmat F:4.5. Flatness of field is a great asset, where groups form a good share of the studio routine, and a lens of this type also gives satisfaction in the many other phases of studio work, such as large, heads, busts, three-quarter and full lengths, etc. The Series II Velostigmat F:4.5 makes an ideal equipment for home portraiture because of its general usefulness and moderate focal length.

The curved field type of lens, such as our Vitax Portrait F:3.8 and Vesta Portrait

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F:5 is not adapted to quite so many uses. However, because of their curved field, they render a pleasing roundness or "stereoscopic" effect, not to be obtained by the flat field type. They are called "portrait" lenses because they are best fitted for this class of work. The Vitax has not only proven popular for portraiture, but for child photography as well, because of its extreme speed of F:3.8. The curved-field lens is not as satisfactory on large groups, however, as the flat-field lens, since it is harder to get the entire group in sharp focus. This can be best accomplished by standing the group in a slight semi-circle to allow for the curved field.

It is only possible for us to touch very briefly on the merits of each type of lens. If any further question should arise, or if you are not sure as to which lens is the best selection, call on our Promotion of Trade Department for any assistance we can render. Or if your customers are experiencing any difficulty in working either type, be sure to have them write for an instruction leaflet, and further information and suggestions.

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GREETING

As has been my custom in years past, it is a pleasure to again extend to my friends, our dealers, a word of greeting, good will and good wishes, and to again thank you for the loyal support you have given our company and our products, your enthusiastic cooperation, and your patience when shipments have been unavoidably delayed. It is also my pleasure, year by year, to acquaint you with more intimate details concerning our organization.



"On Sept. 6th 1902"

Over seventeen years ago, to be exact, on Sept. 6, 1902, this company, formerly engaged in making shutters alone, made its first lens. Through your cooperation, through our ever increasing advertising, and through the genuine merit of the product itself, we have made such forward strides that today ours is the largest industry in America devoted exclusively to the manufacture of lenses and photographic shutters. The following figures, showing our actual growth may prove of interest.

	1902	1912	1919
Factory space (sq. ft.)	3,500	25,000	80,000
Number of employees	32	191	610
Lens spindles	none	262	601
Glass purchased (lbs.)	none	18,000	97,000

Last week was the greatest week in volume of production in the history of this organization. I have just

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received reports that this week will be even greater. And so it goes.—a greater demand and greater production week after week, surely a certain proof that our products and prices are right, that they are *making good* in a gigantic sort of a way.

It may be of interest to know something of our foreign sales. While for years we have had representatives in England, France, Latin America, Australia and Japan, we have recently received inquiries from Africa, Turkey, Scandinavia and the Balkans and have succeeded in establishing several new connections. Williamson tells me he is going to get out an "Export Number" of Lensology some time in the future and tell you all about our foreign sales. It will not be long before you can buy a Wollensak Lens in any part of the civilized world.



"Quality and Quantity"

What are we doing to cope with the increasing demand? Let me tell you.—We are constantly hiring and breaking in new men, adding to our factory force, installing new labor-saving machinery,

in short doing everything and anything to increase the the quality and quantity of our lenses and shutters and to turn out more to fill your requirements and keep up with the demand, so that in a comparatively short time we can again execute orders promptly, our main aim being to fill orders practically upon receipt.

My duties keep me confined to the home office to a great extent and my acquaintance with most of you has been established by letters alone. Yet I feel a certain friendly relationship with all of you, although there are only a few whom I have met in person.

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Feel free to call on me at any time if there is any personal service I can render, or whenever you are in the "Camera City" don't go away without visiting our plant and dropping into my office to say "Howdy."

As this is the season of New Year's Greeting, I take this opportunity to wish you one and all a most happy and prosperous New Year. May the pleasant relations that have been established between us prove even more pleasant in the year 1920.

Cordially,

A handwritten signature in black ink, appearing to read "J. Magin". The signature is fluid and cursive, with a large loop at the beginning and a long, sweeping tail that extends to the right.

General Manager

What's in a Name?

No. 2

Ver-i-to—*n.* (L. *veritas*, truth)

A lens for the *truthful* rendition of tones and textural quality, making photographs *as the eye sees*. A lens that softens detail but does not destroy it, so obviating the need of extensive retouching. A lens for the use of the pictorialist, artist or portrait photographer, that makes *pictures* rather than wiry reproductions. A lens for enlarging and making artistic projected prints with any degree of diffusion that the user prefers. The most popular lens in America.

VERITO—THE LENS THAT IMPROVES
ON ACQUAINTANCE.

DEAR DEALERS:

Gosh, what a narrow squeak. Here I am crowded out to the last cover and I almost missed that.

"On Dealer's Shelves or Customer's Cameras," is the title of a lengthy article I intended to perpetrate but which I have decided to boil down to this limited space.

The job of our salesmen is to put Wollensak lenses on dealer's shelves; that of this department is to move them off. The latter is the more important from your standpoint and ours. We are mighty anxious to see Wollensak lenses in your stock, but more anxious to see them moving out in a sort of endless procession. You are no doubt willing to see us accomplish this since it is so much to our mutual advantage.

To accomplish these ends, give us 100% cooperation in the matter of dealer helps and the other services we have to offer. We are spending thousands in various forms of publicity to help you in the sale of lenses. Ask us for anything except a billboard poster and you will find us "At your service".

Cordially Yours,

McLellan Williams

Manager
Promotion of
Trade Department