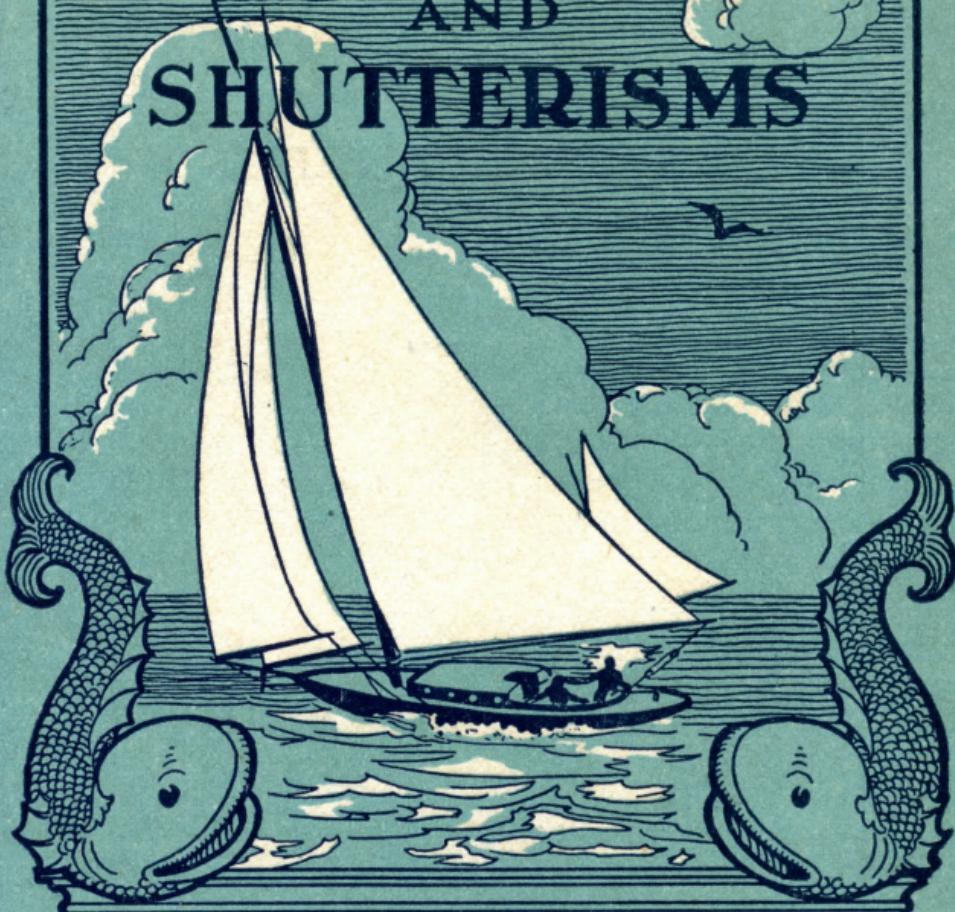


BIRTHDAY NUMBER

LENSOLOGY AND SHUTTERISMS



WOLLENSAK
OPTICAL COMPANY
ROCHESTER, N.Y.

1920

JULY

AUGUST

VOL. 8 NO. 4

Charactergrams



A business can be no greater than the integrity of the men who build it.

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No. 4



We Become of Age

Remember how you felt the first time that you stepped in the voting booth, made out your ballot, and proudly dropped it in the ballot box? Well, that's about how we feel, for we're just old enough to vote, and proud of it,—proud of our age and the length of time we have served the photographic profession, proud of our youth and the progress we have made.

But to those of us who have joined forces with this organization in recent years, it seems as though the Wollensak Optical Company has been manufacturing lenses and shutters since the world began. But to the pioneers, Andrew and John Wollen-

sak, the men who "sat up" with it nights when it was still in its colicky infancy, who walked the floor with it and fed it soothing syrup until it was big enough to stand up by itself,—it seems but yesterday.

When I was told that July first would be our twenty-first birthday, I thought it would be a good stunt to have a sort of birthday party. We're all here with the birthday cake,—practically all with whom you come in contact in your letters or in person. Now friends, jump in, shake hands and get acquainted.

Cordially yours,

McClellan & Barnes
Manager
Promotion of
Trade Department



Jacob G. Magin, General Manager, has been with us for fifteen years. Before taking over his present position he was engaged in both the lens and shutter departments, so he is well fitted for the position he fills.

National Convention

Help boost the big National Convention of the P. A. of A. at Milwaukee, August 23-28. This convention promises to be one of the best ever conducted, and many unusual demonstrations, prizes, good times and other features are planned. Write to J. C. Abel, 421 Caxton Bldg., Cleveland, Ohio, for further information.

We notice from Abel's Weekly that an unfortunate photographer had a Velostigmat and the front half of a Verito stolen from his studio.

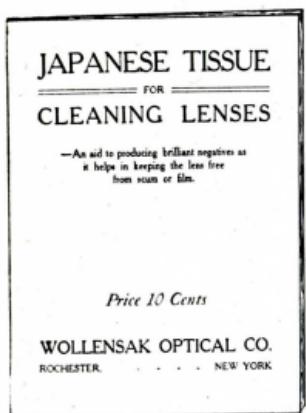
All crooks please note that it's the rear element of the Verito that's used alone. Either swipe the whole lens or the posterior extremity, or the crime will be in vain.

Geo. H. Hawks, Second Vice-President, joined forces over four years ago, acting as Auditor. Since then, he has taken over the greater responsibilities of production management.



A New Wollensak Product

*Lens Cleaning Tissue a profitable accessory
for photographic dealers*



We simply had to do it. We have from time to time received so many requests inclosing postage stamps in payment for tissue for cleaning lenses, that we have come to realize that there is a genuine market that exists for such a product amongst the photographic trade.

These books of Japanese Tissue are attractively designed and consist of sixteen pages, 4x6 in size, of the finest Japanese hand made tissue which is particularly suited to the cleaning of high grade photographic lenses. An important part of the book is the detailed instructions that are given for cleaning lenses properly.

Japanese tissue is a very fine grade of tissue paper manufactured from the Mitsu-mata Bark. This bark is entirely free from any silicate and for this reason, can be used without fear of scratching the sensitive surfaces of a high grade lens.

The demand already exists for a product of this kind, but never before has it been

offered for sale in the photographic store. Order some and place a few on your counter and see how fast they sell themselves.

Because of the quantity run that we are making to enable us to offer these at our regular dealer discount, no orders are accepted for less than 50 books.



Our Emblem on Lens Caps

This is the seal of lens service, that has been featured extensively in all of our advertising and publicity.

As we have constantly endeavored to make our product attractive in appearance as well as practical and efficient in use, we have modified the method of reproducing our trade mark seal on our lens caps. Our attractive metal caps with a baked lacquer finish, will show our seal in a beautiful gold bronze finish, which adds considerably to its attractiveness.

Chas. H. Brown, Jr., Secretary, left Uncle Sam's employ to come with us over a year ago. Besides his official connection, he is assistant general manager.



The Guarantee as a Sales Producer

These certificates of guarantee that we issue with all of our Velostigmat lenses are very attractive in appearance. But it is not because of their decorative or ornamental qualities that we issue them. It is more because of the fact that, when judiciously used, they are a definite aid to the dealer in closing a sale.

The photographer who is buying a lens is naturally inclined to think that the manufacturer's claims for his product are perhaps a little optimistic or exaggerated. Sometimes just a little additional assurance that the lens is all that the manufacturer claims it to be is all that is needed to close the sale.

It is in such instances that the guarantee plays a definite part in helping the salesman secure an order. In fact, at all times, it favorably impresses the customer with the willingness of the manufacturer to back up his claims. It also establishes additional confidence in the product in question.

As a matter of fact, a guarantee with Wollensak Lenses is entirely unnecessary. Those familiar with our liberal policies know that if a lens does not make good, we will. But to the customer unfamiliar

with our house and our practices, this expression of quality that states that the lens "has been passed by our Testing Department as conforming to our standard of perfection in every respect" and our guarantee that it is optically and technically correct serve as a written assurance of our willingness to back up our claims for all of our products.

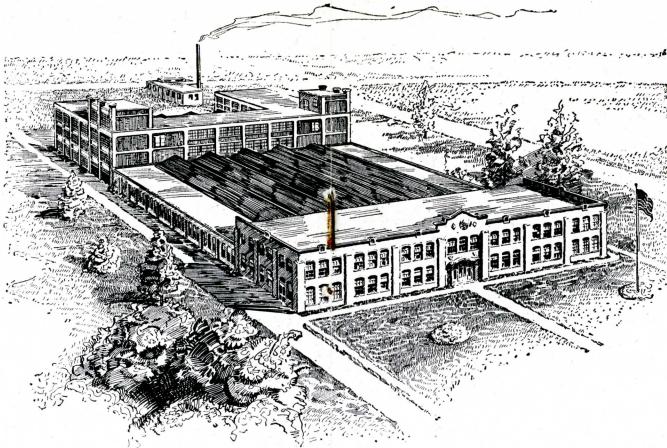
Put the Guarantee on your Sales Force. Display it with the merchandise in your show cases and see if it does not have a favorable influence on your customers.

Differential Filter Discontinued

Please take our catalogue, turn to page thirty and make a note of the fact that we have discontinued our Differential Filter. We shall still continue to furnish our Standard Filter the same as in the past.

Alice I. Baird, Office Manager, has grown up with the company, starting eighteen years ago as the first and only office employee. She now has an extensive force engaged in billing, bookkeeping and allied duties.





The Wollensak Plant--A Monument to Consistent Quality.



ANDREW WOLLENSAK
President

ANDREW WOLLENSAK, with one assistant, started to manufacture shutters twenty-one years ago, achieving fame by his "Optimo," "Studio" and other well-known shutter mechanisms. John Wollensak joined his brother two years later, organizing and developing the optical division. Both experts in their respective branches, they are largely responsible for the reputation we have attained.



JOHN C. WOLLENSAK,
First Vice-Pres.



The Velostigmat in the Air

As is commonly known, Wollensak Lenses played an interesting part during the war on aeroplane cameras. The picture reproduced above, however, is interesting because it was taken with one of our regular stock Series II Velostigmat F:4.5 Lenses, fitted to a Graflex Camera. Although made under severe difficulties, it is nevertheless another example of the general efficiency and utility of this lens. It is said to be the only photograph of the Harvard Stadium taken from the air.

The New Verito Lens

*Modification of Formula Results
in many added Advantages*

Standing water becomes stagnant. And the product that experiences no changes, the manufacturer that is "marking time," likewise experience a sort of "stagnation." For this reason a change in product might truly be looked upon as the evidence of progress.

In offering the new Verito Lens to the photographic trade, we do it with a feeling of great satisfaction. As pioneers in the manufacture of soft-focus lenses of practical construction, we believe we have done much to popularize soft-focus photography, a phase of work that is admittedly much superior from an artistic standpoint and more remunerative from a financial. The old lens was extremely popular, and we are confident that the new Verito, with its improved construction, will prove even more

A. Wollensak, Jr., is in charge of the special equipment department. Whenever you have a special or made-to-order proposition, feel free to call on him for assistance.



popular than ever before.

Investigation showed that the great majority of workers preferred to use the lens stopped to about F:6, since the diffusion at F:4 was too extreme for most purposes. In the new Verito, diffusion is moderated, the softness rendered at F:4 being about the same as in the old lens when stopped to F:6. The result of this is much greater speed in working, as stopping down is unnecessary to moderate the softness.

Another serious fault, found in most types of soft-focus lens, is the halation that is very often apparent. In the new Verito Lens, practically all halo or double lines have been eliminated. We have succeeded in doing this by a correction of the chromatic aberration that existed. A further advantage of this correction is that the visual image seen on the ground glass and the chemical image in the finished negative are identical, that is, they coincide.

In enlarging with the new lens, the Verito Diffusing Stops are no longer necessary. The diffusion in enlarging is governed the same as in making negatives direct by means of the diaphragm opening. Apertures of about F:10, F:9.5 and F:8 with the new lens render a quality of image similar to stop Nos. 1, 2 and 3 respectively, with the old construction. The result of this is much greater speed in enlarging as

the lens is about four times as fast without the stops as when they are used.

Our dealers will probably have many inquiries as to whether it will be possible to change an old lens for the new one. Upon giving this matter careful consideration, we have concluded that the fairest way of handling exchanges of this kind will be on a strictly cost basis. If any of your customers have the old construction lens, purchased say within the past two years, and wish to exchange for a new Verito, we will make the exchange for 40% of the prevailing list price of the new outfit. This price is net and is based upon the mounting of the new lenses in the customer's old shutter or barrel. In view of the fact that the old lenses will be of no commercial value to us, we think that this adjustment will prove entirely equitable.

We pass the new Verito along to you, our dealers, and to your photographic customers, confident that it shall prove a business builder for you both.

S. L. Gates, of our Promotion of Trade Department, spends most of his time calling on the trade. He has been selling lenses for about fifteen years, so knows a thing or two about them. Be sure to get acquainted if he should call on you.



ENTIRE GANG OF COINERS IS ROUNDED UP

6 Men Taken and 3 Plants Seized in Four Cities by Secret Service.

By International News Service.

WASHINGTON, May 29.—Secret service operatives of the Treasury Department have rounded up the gang of counterfeiters who flooded Eastern cities, including Washington, with hundreds of \$50 and \$20 spurious bank notes of a character that fooled even experienced bankers, it was announced to-day.

Arrests were made in connection

with the case in New York, Scranton, Pa., Bridgeport, Conn., and Lowell, Mass. The bulk of the counterfeit money was made in New York, and a systematic plan to pass it throughout the country had been arranged.

Six arrests have been made, and plants in three localities have been seized in one of the most widespread and determined hunts ever conducted by the secret service, the latest arrest being at Lowell, Mass., where George Hermanns was nabbed with \$12,000 worth of the "queer" in his possession.

A veritable trail of counterfeit bank notes extended from Washington to New England, and for this reason it was more than ordinarily easy for the secret service to trace those who were "shoving the queer," according to Joseph Murphy, assistant chief of the secret service. He said the men travelled in automobiles and presented a prosperous appearance, a fact that aided them in allaying suspicion.

W. H. Moran, chief of the secret service, with the aid of reports from many cities in the East and maps showing all the automobile routes to the New England States, was able to outline a campaign and direct his forces from Washington in such a perfect manner that every move was followed.

THERE are all kinds of ways of "making money." The newspaper article reproduced above tells how a gang of counterfeiters tried to beat Uncle Sam at his own game. The \$50 and \$20 bank-notes that they produced, fooled even the most experienced bankers.

The interesting part of this story is that the spurious bank-notes were made by a photographic process. All of the apparatus was purchased at the store of a prominent New York dealer.

The swindlers showed excellent judgment in selecting a 12½" Series I Velostigmat F:6.3 for their work. While we regret that this lens should have been used

for such a corrupt purpose, we cannot refrain from calling attention to the fine quality of definition they must have required to "get away with it."

...Selling Points...

SERIES IV VELOSTIGMAT F:6.3



1. Fully corrected anastigmat.
2. High speed. Second only to the Series II Velostigmat F.4:5.
3. Moderate cost.
4. Compact construction.
5. Used with the Optimo Shutter, it converts any hand camera into a high speed outfit.

The Series IV Velostigmat is an excellent anastigmat for general requirements, where flat field, fine definition to the corners of the plate and good speed are desirable qualities.

I'm M. C. Williamson and spend most of my time preparing circulars and ideas to help you in the sale of lenses. Be sure to write me whenever you think I can be of service.



Window Display for Wollensak Dealers

We have in course of preparation, a window display plan, to help you in the sale of lenses to amateurs and Graflex users and incidentally to push the professional line as well.

This display comprises five posters about 6" x 9" in size, printed in two colors and featuring:

The Series IV Velostigmat for hand cameras;
The Series II Velostigmat for Graflex;
The Verito for Graflex;
F:7.5 Lens Cells for hand Cameras;
Ray Filters for cloud effects.

These posters have photographs attached, illustrating the work of the lenses in question.

For most effective display purposes the card should be fastened to the inside of the window by means of gummed fasteners which we will furnish. A ribbon will run from the card to the lens itself which will be shown in the window, preferably mounted on the camera for which it is recommended. Other display features are included and suggestions will be furnished as to how to make this window most effective.

This display will be ready soon. Let us know at once if you want to use it, ordering at the same time whichever lenses mentioned above you will require to complete your display. This would involve only a small investment. Get your name on the waiting list.

CHEER UP! You have no idea how big the other fellow's troubles are. Besides, there's a better market for smiles than frowns.

PLAN for more
than you can do;
then do it. Bite
off more than you can
chew; then chew it.
Hitch your wagon to
a star, keep your seat,
and there you are.