

# LENSOLOGY & SHUTTERISMS

SEPTEMBER  
OCTOBER  
1920  
VOL. 8 NO. 5



WOLLENSAK  
OPTICAL COMPANY  
ROCHESTER, N.Y.

# Charactergrams



This emblem visualizes the ideals and principles that have ever governed the founders of this organization.

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

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### **Lensology's Mission**

Do you read *Lensology*?

If you do not, we feel that we are falling short of the mark, because we endeavor to make this little booklet first of all interesting reading—interesting and at the same time helpful in the suggestions and ideas that it presents.

We have devoted considerable thought to the preparation of articles of technical and semi-technical nature, dealing with properties and qualities of various lenses, in the endeavor to help you and your salesmen to better handle this phase of your photographic supply business. We have been ever on the alert for ideas that might prove invaluable to you as a merchandiser and dealer. And we have naturally taken advantage of the opportunity these pages afford to present to you changes and additions to our line, and to keep you informed as to what Wollensak lenses are doing in various phases of activity.

Read *Lensology*. See to it that your salesmen too look over each issue for any

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valuable or interesting information that it might contain. If you derive one little idea from each issue, it would be worth your while.

Any suggestions that you can offer as to articles that might prove of interest would be sincerely appreciated. We would also welcome contributions of a suitable nature for publication in these pages, that you, as a dealer, might consider of value to others engaged in a similar business.

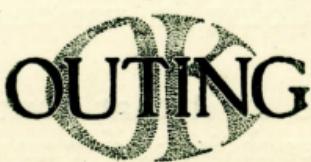
We assure you that we shall continue to aim high, ever endeavoring to make this medium of expression, more interesting and of greater value to you.



### Advertising to Sportsmen

During the summer months, when the great outdoors calls to all red-blooded Americans, we have been telling a quarter of a million readers of outdoor magazines that Velostigmat Lenses and Optimo Shutters comprise the best equipment for their hand cameras. Returns have been most satisfactory.

We reproduce herewith the seal of approval awarded Velostigmat Lenses by the OUTING Service Department, which conducts a special investigation bureau.



## An Idler Put to Work

**Dick, the Stock-House Salesman,  
finds a valuable assistant.**



"Nice little bunch of orders you have here, Dick," commented the boss. Dick grinned appreciatively at the words of commendation,—for he thought so himself. A comparatively recent addition to the sales force, he had just returned from a two-weeks trip, covering for the third time the Southern part of the state,—a territory that was generally the least productive of any covered by the stock-house.

The boss spoke again. "Tell me, Dick, how do you work it to get results like this from what we always considered a territory of small sales possibilities? I might have seen a solution before the Eighteenth Amendment,—but now,—well you've got me guessing."

"No particular art or Black Magic", smiled Dick, "I think it's due in part to the fact that I have an assistant who helps me out quite a bit. He makes many of the inconvenient out-of-the-way calls, so making it possible for me to spend most of my time selling rather than touring the country in Inter-urban trolleys."

"All right. I'll bite. Who's the assistant?"

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"You know him, chief. In fact you have his brother on your pay-roll, but you let him loaf a lot. His name is Tel. E. Phone,—and he can make more calls in a day than I can in a month.

"Do you know, I think if some of the other boys would get better acquainted with this assistant of mine, their order books would show a nicer volume of business. There aren't many photographers in these small towns,—generally one or two, and it takes a lot of time to call on all of them. Rather than try to hit every little burg each trip, I pass up some one trip, others the next. I know which customers have phones and make it a point to always call up when I don't call in person."

"How do your methods impress the trade?" queried the boss.

"Rather favorably, I believe, because if they're busy, I don't take their time, but call up again when it's convenient to them, and have a sociable little pow-wow. Of course, I called on every one the first trip, and made it a point to get well acquainted, so that I have something to talk about besides chemicals, paper, plates and lenses.

"Naturally, I employ much the same tactics selling by phone, as when I call in person. I endeavor, first of all to gain our customer's good will and friendship. I show as much interest in their hobbies, their flivver, their family,—and the things that intimately concern them, as I do in

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their order. And they're tickled to death to tell me their latest fish story and how well their two-year-old can recite 'The Face on the Bar Room Floor.'

"It's not a difficult job to swing the conversation to photographic supplies. I know what they need, because I keep a pocket index of their equipment and what they ought to buy. You'll notice there an order for a 12" Velostigmat Series II F:4.5 for the Jones Studio. My index told me they were working with an old F:8 Rectilinear Lens. Next trip, I'll sell them a print-washing machine. They need it.

"I think it is preferable to call in person whenever possible. But the telephone, as an alternative, produces good results for me. Many a time, waiting for a late train, I find a chance to make several phone visits to nearby towns and villages."

"Dick, I want you to pass along this idea to the other boys," said the boss. "If you can sell them on it, as you have sold me, this assistant of yours should prove the most valuable man on our pay-roll.

"And I'm going to profit by your idea, myself. I think it would make rather a favorable impression on our trade here in the city, if I occasionally called up and passed the time of day. A few minutes each day would cover the city in a couple of weeks, and would help convey the idea that our house has a *personality*, that we want their friendship just as well as their business."

## Our Convention Displays Help You

Whether you attend the photographic conventions or not, you cannot help deriving benefit and profit because of them. As they are held throughout the country at places selected because of their central location, they attract photographers from the Rockies to the Atlantic.

In every one of this year's conventions Wollensak Lenses have been notably on the job. They have been on display in the exhibition halls. They have been used almost exclusively in the demonstrations and lectures. They have been explained and sold to interested photographers by our convention representatives.

You would find it to your interest to attend one or more of these conventions every year. But whether you attend or not, we shall nevertheless gladly refer to you all orders from any of your customers who might attend.

It would be worth while to boost convention activities amongst your customers and photographic friends, for only by attendance can they keep well abreast of the latest developments in equipment. The result of their attendance is usually

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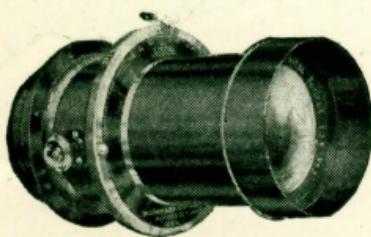
orders for you and more modern, up-to-date, result-producing equipment for them.

Lensology's pages will keep you informed of coming conventions. The next is the New England, at Springfield, Mass. September 27-30.



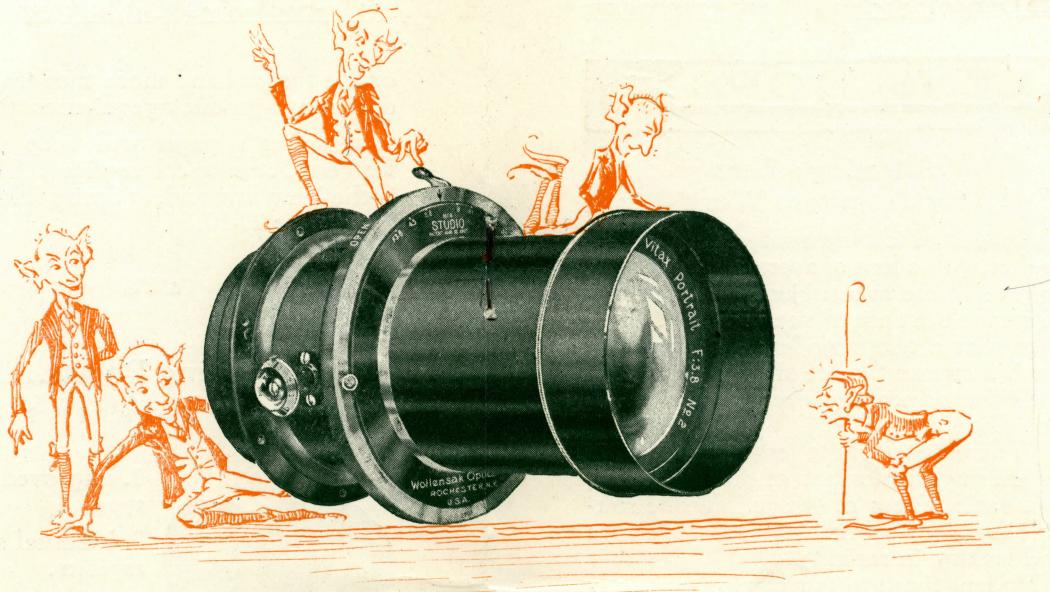
### ...Selling Points...

#### VITAX PORTRAIT F:3.8



1. Improved Petzval type.
2. Unusual studio rapidity.
3. Produces beautiful rounded effects.
4. Equipped with diffusing device.
5. Ideal for portaiture and child photography.

With the unusual possibilities it affords for better workmanship in the studio, the Vitax is an unusually attractive investment. The largest size of 16" focus in Studio Shutter costs only \$177.25 list.



**H**ERE is the "papa of them all", one of the big guns that shoots as fast as you can work the shutter, even under poor lighting conditions. It is the Vitax Portrait F:3.8, the LENS SUPREME for Portraiture and Child Photography.

Some of your customers should be in the market for this lens for use during the dark, dismal days of the coming winter. Now is the time to get them interested if they want delivery in time for the holiday trade.

How many can you sell before Christmas?



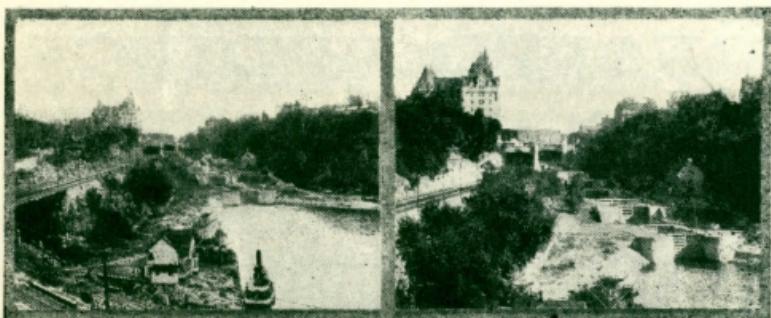
## Selecting a Lens for Telephoto Work

Sometimes it is impossible for a photographer with a lens of average focal length, to get as close to a subject as is necessary to secure the desired size of image. It is then that a telephoto lens proves useful, for it increases the size of image, and gives the effect of nearness even when working at a distance.

There are telephoto lenses made which by altering the position of their elements, give various sizes of image. While suitable for some work, they are expensive and lacking in rapidity.

No lens listed in our catalog is strictly a telephoto objective. We have never designed a lens for such work exclusively because we have many outfits that admirably answer telephoto requirements. Besides, they are suited to other work as well.

When the photographer requires a telephoto lens only occasionally, the Series I Velostigmat is ideal because of its triple-convertibility. The double combination can be used for most work, and the single elements are always available when needed, giving longer focus and larger



*From negatives made with (left) Series I Velostigmat F:6.3 doublet; (right) single combination.*

image. (See illustration). They must be stopped down for use alone.

Our Voltas F:8 is a very practical proposition for telephoto work where the camera to be used has a generous bellows accomodation. This inexpensive outfit is supplied in focal lengths up to 26". From the diameter of the lens (given on catalog page 27) you will note its compactness. As the size of the image increases in proportion to the focal length, it is a simple matter to select the size Voltas that will give the magnification desired.

The Voltas is not an anastigmat and so does not give extreme definition in the corners of the plate for which it is listed. However, in telephoto work, a much smaller plate would be used so that it would be possible to work the lens wide open with entirely satisfactory results, affording a high speed that would not be possible with a regular telephoto lens.

## **DEALER SERVICE**

In spite of the high cost of advertising, we have not diminished by one iota, our efforts to produce for you sales producing circulars and other publicity matter. We have ready some new attractive material. Do not fail to profit by its use.

### **Amateur Catalogue**

To avoid the confusion that our large catalogues might present, we have prepared a concise booklet for amateur distribution. This is the same size as *Lensology*, with sixteen pages and a handsomely colored cover. You will find it will sell lenses to your advanced amateur trade, particularly those who are striving for the best in their photographic efforts.

### **Sample Photographs**

Not really photographs, but reproductions by a special process which beautifully illustrates the quality of work our various lenses turn out. Send for the complete assortment. Sample print is enclosed with this issue of *Lensology*.

### **Window Display**

Many requests have come in for the window trim described in the last issue of *Lensology*. This window trim, with

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its attractive photographs and posters, supplemented by a suitable display of lenses, will help you in arranging a window of unusual attractiveness.



### The Saturation Point in Lens Sales

*(An Article by Wollensak Dealers)*

Is there a limit to the possibilities for lens sales, that is, a maximum beyond which it is unreasonable to expect any further business in this profitable accessory? If so, what is the limit?

Before endeavoring to answer these questions, let me introduce a quartette of dealers, who by their letters discuss this interesting aspect of your lens business. These are bona fide letters, selected because they are typical of many that come to the writer's desk from day to day.

First let us hear from Mr. Wisconsin, who comes from a State once noted for a now extinct beverage. He manages a little camera shop, but appreciates that he is not achieving the maximum possible results. He writes as follows:

"Lensology has sold me on the idea of trying to sell our trade better lenses. Kindly give us an idea of about what we need to start, the investment required and a list of the lenses you would suggest for the amateur trade? We feel, with a

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little extra effort, we can sell lenses to camera users."

We like to receive letters like that from Mr. Wisconsin because we think that the spirit he manifests is the basis and foundation for future growth.

"But" someone queries, "don't you think Mr. Wisconsin has been sort of hypnotized by the rosy pictures you have painted? Isn't he a little too optimistic? If he gets the lenses, will he able to sell them?"

I am going to call on Mr. Maine from up New England way who, as a small dealer in photographic supplies can discuss this proposition from a small dealer's standpoint. Mr. Maine was converted to the possibilities of a lens business early this Spring and so it did not surprise us when we recently received the following:

"Well, here we are again with a new order for a lens and shutter. Cameras and lenses are selling like hot dogs on a cold day. We are going to stock some of the F:6.3 and F:7.5 lenses for hand cameras and with your help, hope to sell a hundred or even more this summer."

At the time of this writing, Mr. Maine has not quite reached the total that he has set for himself. However, he is going strong, and has sold a surprising number of lenses although he is located in only a small town. In another letter he wrote us that he was surprised at what little effort was required to accomplish this result. I do not consider that Mr. Maine is a super-salesman, but

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think that the business he is doing in our products is due mostly to his appreciation of the possibilities that exist.

While Mr. Maine has discussed the question from the little dealer's standpoint, it would be interesting to know the big dealers' ideas. For this reason, we are calling upon Mr. Minnesota who has a large photographic supply business in the great North Central territory. He writes:

"We are featuring the sale of your lenses more than ever before, and are creating quite a demand for Wollensak products. Our business has increased considerably since we have put this effort behind your products."

A gentleman from Missouri wants to be shown. Despite the testimony of Mr. Maine and Mr. Minnesota, he is not convinced. Quite logically, he propounds this question: "Is not the sale of cameras more important than that of photographic lenses?"

By all means. Unless the customer has a camera, you cannot very well sell him film, lenses or any other photographic accessories. But as I am only acting as a sort of toastmaster or interlocuter for this discussion, let me introduce Mr. Maryland who has a few words to say along this very line. Commenting on Lensology, he writes as follows:

"I think the space in Lensology should be used for boosting lenses in particular. The reason is this—the sale of a first class lens will mean exceptional pictures—unusual satisfaction. This in

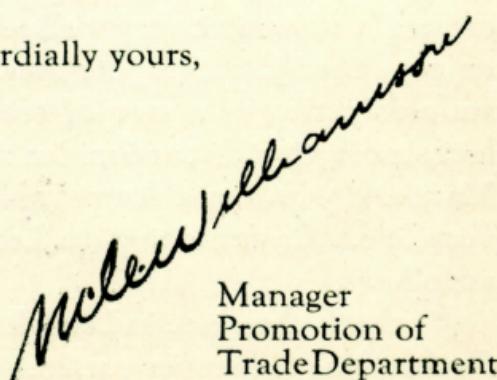
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turn sells film and plates and so on down the line of photo goods of every description, and does not stop even after the dealer has put a frame on some beautiful enlargement from a pet negative, for this in turn brings repeat orders which the dealer would never have realized only for the sale of a good lens. So the lens is really the foundation of the photo business. So why not use the valuable space in Lensology for building the proper foundation?"

As Mr. Maryland points out, it is worth while to push the sale of photographic lenses not only because of the profit from the immediate sale, but because it makes for better satisfied customers and as a result of their satisfaction, a greater volume of business in all photographic accessories.

Are you limited in the extent to which you can sell our objectives? Yes, but only by your own ability, aggressiveness and willingness to let us help you in achieving the greatest possible results.

Cordially yours,



*Michael J. Shanahan*

Manager  
Promotion of  
Trade Department

THE world is  
always look-  
ing for men to  
do the things that  
“can’t be done.”