

LENSOLOGY & SHUTTERISMS



NOVEMBER
DECEMBER
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WOLLENSAK
OPTICAL COMPANY
ROCHESTER, N.Y.

VOL. 8 NO. 6

Charactergrams

BY INVITATION
MEMBER OF



He profits most
who serves best.

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Who Is Dick?



This is not a twin question to "How old is Ann?" because we have an answer to it.

Dick is a six-cylinder salesman with some 1921 ideas on merchandising. In the last issue of *Lensology*, he told how the telephone helps him sell to the small town photographer. In this issue, he nearly paralyzes his boss with an avalanche of business-building plans. (See page 4).

Dick's experiences, as related from time to time in *Lensology*, should prove of interest to all our readers whether they be stock-house managers or salesmen, or dealers in amateur supplies only.

Watch for Dick, and let him help you.



Why were the pencils that we gave out at the conventions like the Verito?

— They were naturally soft but easily sharpened.

Our Next President



Without endeavoring to pose as a prophet, we are pleased to reproduce in this issue a portrait of our next president, a man praised by his party for his Americanism, loyalty, aggressiveness, sincerity, sound judgment, etc. etc. Turn to the center spread and you will see his picture together with that of his defeated rival.

It is altogether fitting that these men, chosen as leaders of their party, should have chosen a leading photographer, who, in turn, has chosen the leading line of lenses for his studio. You might call that "Mutual election of the best."

Both portraits were made by Geo. Harris of Harris & Ewing, Washington, D. C. That of Harding was made with the Vitax while Cox is portrayed through a Verito.



Customer—Do you keep Wollensak Lenses?

Photo Dealer—Not very long—We sell 'em.

...Selling Points...
VESTA PORTRAIT F:5



1. Inexpensive portrait lens.
2. Petzval type, giving nicely rounded image.
3. Fast enough for most work.
4. Front lens may be used alone and has about half again as long a focus



L. & S.—A Salesman

It is not at all a bad stunt to file your copies of *Lensology* as they come out from time to time for future reference. In the last issue, for example, the reference made to the Vitax Portrait Lens F:3.8 helped several alert dealers in securing direct orders for this excellent objective.

Live Wire Ideas

Dick, the stockhouse salesman, springs some new ones on the boss.

The manager of the National Photo Supply Company sat at his desk, gazing dreamily into space, busily engaged in thinking about nothing in particular. The day's work was done, and the last customer had left, so Dick, the super-salesman of the house, felt no hesitancy in breaking in on his chief's reverie.

Ambling over to the manager's flat top desk, he perched himself on one corner and pulled a little note book from his inside coat pocket.

"Did I ever show you my Book of Bright Ideas?" he asked.

"Your book of what? Say, man, I'm willing to admit that you have an occasional inspiration, but Holy Mackeral, don't tell me you have a whole book full," responded the boss in mock despair.

"To be perfectly frank, chief, I don't claim originality for all of these stunts although some of them are my own. In going around from one town to another, I have always watched out to see what the other fellow is doing and how he is doing it. It is really surprising how many sales stunts I have run across that could be profitably employed right here in our own store."

"All right, Dick, lead them on one at a time," said the boss, settling back in his chair in a sort of amused anticipation.

Dick leafed over a few of the pages of his note book.

"Many of these ideas have to do with window trimming," he said. "One merchant, for example, puts prices on everything in his show window with the exception of one small article. This he places inconspicuously and advertises one free to all who find it, thus attracting attention to everything in his show window that could never be secured otherwise. We could employ that stunt to mighty good advantage in our store window, using some inexpensive accessory like the Wollen-sak lens cleaning tissue book, to give away to the lucky man.

"Another progressive retailer placed in the background of his window, full page advertisements of products that he carries in stock, running a ribbon from each advertisement to the article itself shown in the window."

"Not so bad," commented the Boss, "bring on some more."

"Here are some fair ideas that I have culled from *System* Magazine. One contributor suggests that the dealer in photographic supplies fit up a dark room in his store where his customers could try out new supplies in which they might be interested. For example, they could see how enlarging cameras, developers, lenses and other photographic commodities work out, without the necessity of taking them away from the store for an extensive trial period. This dark room would be

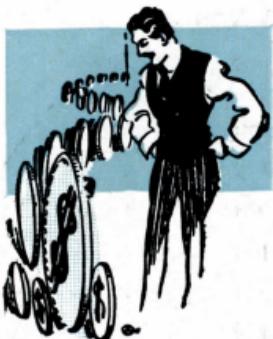
at the disposal of our customers alone, and would prove a service that they would really appreciate.

"Another contributor suggests, as a means of helping customers get better results, the use of specimen prints and negatives, each representing an example of some common reason for failure. These prints or negatives would be mounted on a large card and underneath each one would be the fault and the remedy. For example, No. 1. might be 'Under-exposed. Larger stop or slower speed should have been used.' No. 2. 'Poor perspective. Photographer should have stood six feet or more from subject,' and so on. This card could be employed in either our window or our store and would help amateur photographers to overcome their difficulties."

The boss was genuinely interested by now and as Dick looked up, he smiled and nodded approvingly, "Go on with the show, I'm listening."

"I ran across a drug store that had a pretty clever window display. A miniature stairway was arranged in a window showing snap-shots of babies on the lower step, photos of older children on the next and so on, up to the last step which held an enlarged photograph of a grandfather and grandmother together with an attractive looking camera. A card told the story 'Record the steps of life with one of our cameras.'

"Here is another plan that would prove a mighty good side line for us and ought to make the dollars come rolling merrily in. I met a



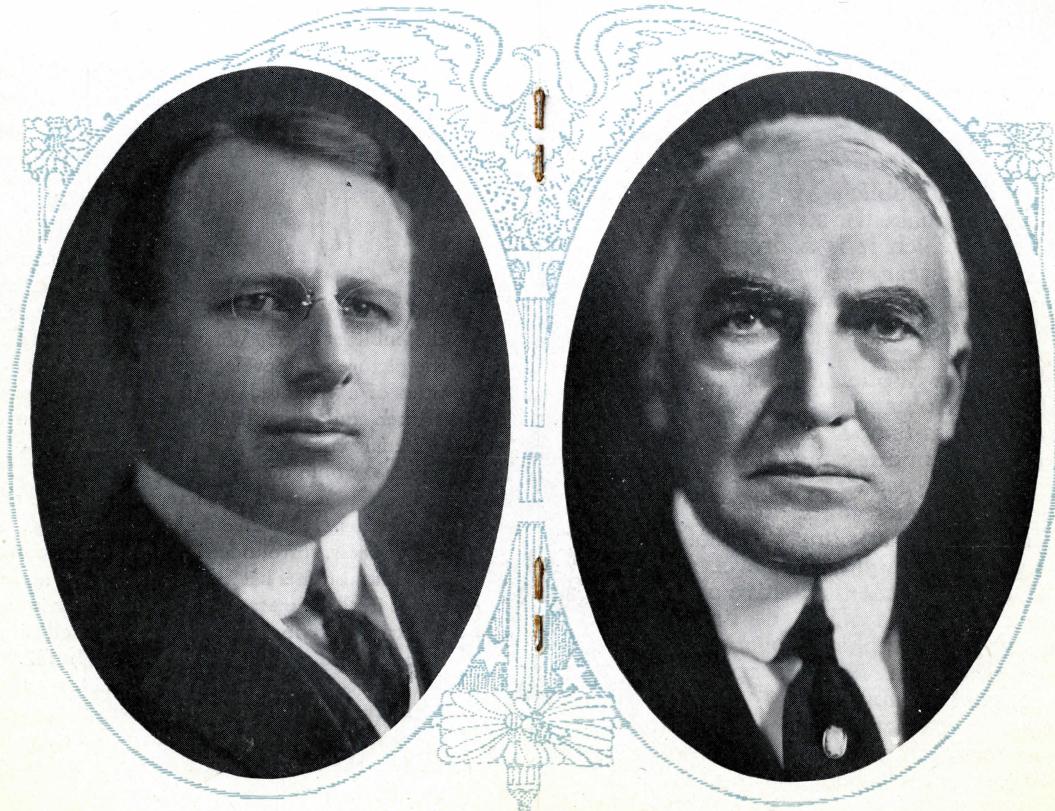
photographer by the name of Tucker out in California who uses as a name card a miniature photo of himself with his name and address printed on the back in the customary style of a personal card. With our extensive facilities for doing such work,

why couldn't we offer such distinctive cards to the public at large? We could take care of taking the picture and developing and printing in quantities of a hundred or more and our regular printer could handle the press work at a very nominal charge. I think the novelty of the scheme would make it go big.

"Here is a plan for increasing the sale of enlargements. Have an enlarging camera right near the counter, surrounded by heavy black curtains. When a customer has a particularly good negative, put it in the camera and show him how it would enlarge up. This visual appeal would sell enlargements where a whole lot of talk might fail."

"It's too bad, Dick, to let those ideas get stale by carrying them around in your coat pocket" interrupted the Chief. "Better leave them here. And by the way, anyone conceiving and suggesting such ideas should have the authority to carry them out. We need a sales manager here, and I think you'll fill the job."

(Under the caption "Digging Deeper," Dick the sales manager will tell his salesmen of a proven plan for increasing sales. In next *Lensology*.—Ed.)



GOVERNOR JAS. M. COX
Democratic
Presidential Nominee

SENATOR WARREN G. HARDING
Republican
Presidential Nominee

Both of the above portraits, copyrighted by Harris & Ewing were made with Wollensak Lenses.

“American Photographers”

*Stories of leading Fellow Craftsmen
told to Professional Photographers in novel Wollensak
Advertising Campaign*

In all of our publicity, we have ever endeavored to make the ad fit the particular field to which it is addressed. So during the past year, we have been running a series of advertisements in twenty professional magazines, featuring the work of prominent American Photographers and telling how Wollensak Lenses have helped them in obtaining the results that have made them famous.

All of these announcements have been uniform in style, each showing a picture of the photographer whose work is discussed along with an illustration of the lens he generally employs. In every case, we have discussed the distinctive character of his work, the offices he has held in different photographic associations and the honors that have come to him in recognition of his ability.

This campaign which began last January has featured each month the work of some prominent worker. Stories of the following ten have appeared to date: Jack Garo, Will Towles, Wm. Shewell Ellis, Frank Scott Clark, L. L. Higgason, Edward Weston, Philip Conklin, Jerome Chircosta, George Harris, J. Anthony Bill.



When Geo. Harris attended the peace conference he took with him one lens, with which he took portraits of many of the delegates to the conference. This lens was the Series II Velostigmat F4.5 shown here in barrel.



This is one of a series of sketches on Leading American Photographers.

American Photographers

GEO. W. HARRIS.—In Washington, D. C., where great men get together, Geo. Harris, founder and manager of Harris & Ewing, has established a unique organization that is known the world over.

Without a doubt, George Harris makes portraits of more international celebrities than any man in the world. Presidents, congressmen, visiting regents and notables from the four corners of the earth, sit before his lens. As a member of the president's party to France, he made a remarkable collection of portraits of delegates to the peace conference.

Holding various offices in the P. A. of A. (including that of president) and lecturing and demonstrating on convention platforms, George Harris has willingly and helpfully served his fellow craftsmen.

It has been our pleasure to supply Mr. Harris with all his lenses. In his studio, he uses the Vitax F3.8 and Vento F4; in his home portmanteau and News Service, the Series II Velostigmat F4.5.

WOLLENSAK OPTICAL CO.
ROCHESTER, NEW YORK.

Miniature reproduction of one of the professional series, showing general style and arrangement. Original 4" x 5½".

It is interesting to know that while all of these photographers have at least one Wollensak Lens, four of them use all of the "big three," the Vitax, the Velostigmat and the Verito. It is naturally impossible for us to mention all of the prominent photographers that are employing our lenses, but those that we have selected are, we believe, representative of the many.

While these ads are interesting from a news standpoint, we know they also help our dealers in the sale of our professional products, as they indicate the preponderance of popularity of Wollensak lenses among professionals.

DEALER SERVICE

To make it easy for you to let us know your wants, we are giving below an up-to-date list of advertising material at your disposal. Just indicate quantity of each required, sign your name and address, and mail us the blank.

There is one condition—that you judiciously use all of the material you request. We know you will gladly comply.

..... General catalogs
..... Price Lists
..... Amateur catalogs
..... "Better Pictures"
..... (leaflets)
..... Sample photographs
..... (amateur)
..... Sample photographs
..... (professional)
..... Window trim
..... Agency sign

Name

Address.....

.....

Faulty Methods in Amateur Finishing

We know very little about amateur finishing on a commercial scale and so consider ourselves adequately qualified to offer suggestions in regard to this important phase of the average photographic dealer's business. So we take this opportunity to enter a mild protest against what appears to us as needless carelessness.

When your amateur photographer buys a camera with an anastigmat lens, or when he purchases one of our Velostigmats to fit his hand camera, he does so because of the fact that the anastigmat will give much superior definition to the very corners of the plate. Yet many amateur finishers employ such a thick mask in printing that all marginal definition is destroyed, sometimes as much as one quarter to one half an inch on all sides of the print. This is a needless handicap to better workmanship, when it is possible to devise suitable masks from thin sheet rubber or black paper. Of course, modern printing machines are properly equipped with suitable masks, but the small dealer who does not find it practical to have all of the latest and most convenient apparatus might well profit by the suggestions made above.

Needless to say, there is room for improvement in other respects as well. We have seen prints developed for customers that were horribly overtime and overdeveloped; prints with chalky white and deep black, or with poor contrast, owing to the improper selection of paper. Naturally, methods such as these do not help to build greater business.

Probably there are few offenders amongst our readers. Nevertheless, it might be well for you to investigate your Finishing Department to see whether the most satisfactory results are being obtained,—the kind that make your customers want to come again.



The Personality of an Organization

Any institution or organization can have character and personality as well as an individual. It can be cold and formal in its relations with its customers. Or it can be friendly, sympathetic,—yes, even congenial.

As the swiftly passing months mark the approach of another year, and as I review the conditions and happenings of the

year past, I have been thinking of our personality,—and what we have tried to make it. For I like to think of the House of Wollensak, as an individual, personified, if you please, as a great, big husky chap, not very old in years and possessing all the pep and enthusiasm of youth; a fellow striving to make the best of lenses and the best of friends; one who, to retain the friendship established, is working and serving his dealer friends to the best of his ability.

Perhaps the personality of the Wollensak Optical Company seems more apparent to me because of my close association with the organization. At any rate, whether you recognize the existence of this personality or not, you cannot fail to benefit by the effects that our ideals have on our relations with you.

The principles of integrity embodied in the emblem of the Rice Leaders of the World Association — honor, quality, strength, and service — constitute our "Code of Ethics." In fact, these character-building principles are ever essential to good business. But by coupling with our ideals of character, the important element of friendship, we have made our business many times more enjoyable to ourselves,

— Lensology & Shutterisms —

and more human, insofar as it concerns our relations with our customers.

How has this personality expressed itself? In many ways. We have endeavored to serve and to make selling easier for you, by the preparation of various kinds of advertising material. We have established friendship by never being content ourselves unless the customer is satisfied. We have ever endeavored to give each inquiry and request the individual attention that it might require.

Do not consider this organization as a mere machine, friends, whose principle function is to exchange merchandise for dollars. Rather regard us as a composite personality of six hundred individuals, whose main desire is to serve you and your customers in any way possible.

Cordially yours,

McLean & Company
Manager
Promotion of
Trade Department

*Where Disaster Strikes
The Red Cross Is There*



Last year in the U. S. the Red Cross aided more than 30,000 victims of flood, fire, tornado or other unavoidable disaster. :: ::

*You are called to do
your part by renewing
your Membership. ::*

Fables of Fools



Number one married after two days courtship. Then he discovered false hair, store teeth, a glass optic and bad disposition.

Moral: HESITATE.



Number two wound a clock every day for forty years, then learned it was an eight day clock.

Moral: INVESTIGATE.



Number three endeavored to kill a bear with a shot gun. He is in the grave yard now.

Moral: CONCENTRATE.