

# LENSOLOGY & SHUTTERISMS

MAR-1921-APR.

WOLLENSAK OPTICAL COMPANY  
ROCHESTER, N.Y.



## Charactergrams



**I**N business, good actions are sign-posts pointing out the path to permanent success.



## ■ Lensology & Shutterisms ■

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### NEW PRICE LIST

Enclosed with this issue of Lensology is our new price list, which went into effect February 1, 1921. The revisions that we have made are two-fold in purpose:

- 1.—To adjust our prices to a certain fixed standard as a result of a very careful analysis of manufacturing costs, recently made.
- 2.—To establish our prices at a normal level.

All orders on our books February 1, still unfilled, are being given the advantage of the new price. These prices are, in general, lower. Prices on some of our inexpensive lenses have remained unchanged. Prices of shutters, purchased alone, have slightly advanced.

With the assurance of a practically fixed price, you can undoubtedly sell to many of your customers who have been holding off for a possible decline.

Now is a good time to check up your stock of Wollensak lenses, so that you can give your customers a real lens service.

Success to you in 1921!



### ...SELLING POINTS...



#### Verito Diffused Focus F:4

1. Extreme speed of F:4—fastest soft-focus lens on the market.
2. Convertible—two focal lengths in one.
3. Variable and controllable diffusion.
4. Reduces retouching at least 60%.
5. Practically free from flare when properly used.
6. Visual and chemical focus the same.
7. Makes beautiful enlargements.



Your salesmen will be placed on our lists to receive Lensology individually at their home or office, if you will send us their names and addresses.



*The Spirit of the Smoke*

W. R. Bradford.

This clever little study by Mr. Bradford was made by flashlight with the Verito at F:4.

It does not require much imagination to see in the outlines of the smoke, the figure of the Smoke Nymph herself. Perhaps this is the spirit of Lady Nicotine doing a toe dance over the old jimmy pipe.

## THREE DEEP

### A Whirl-wind Window Display Idea from Dick, the Stock House Salesman.

It was during the holiday season that Dick and the manager of the National Photo Supply Company, were returning to the store after a hurried lunch together.

With heads bent against a wet, driving snow, they slushed along, nearly running headforemost into a crowd of people gathered in front of a candy-store. Curiosity aroused, they paused to see the cause of the attraction.

In the window, three candy "chefs" were busily plying their trade, making candy Xmas canes. The process was simple. One man pulled the taffy from a ductile mass to a tubular form, another twisted it and the last man cut it and put the crook in the handle. Yet the onlookers crowded each other in their efforts to watch the candy-makers at work.

"By George," muttered Dick, as they went on their way. "There's some crowd for you. Three deep! What's the magnetism of that window, chief, that it should arouse so much interest?"

"Well," answered the boss slowly, "I guess it is a sort of normal characteristic to want to see the wheels go 'round. We mortals are always hankering for 'inside dope'."

"Why can't we get a crowd like that with our window displays?" queried Dick.

"Fat chance!" grunted his chief. "What are you going to show them? The manufacture of cameras or lenses? Or what?"

"No. Give 'em the inside dope you speak of. Show them how to print and develop pictures properly. Show them how simple it is with our ruby lights, amateur printers and other equipment, to do their own finishing."

They had arrived at the store and as they entered, the chief sprung this poser—"All very lovely, but you know we work this dark room stuff in ruby light."

"Fine. That makes it all the more interesting," responded Dick, as he slid out of his coat and shook off the snow. "We could have the demonstrator working right in the daylight, doing his printing and developing in a box with ruby front and side. Black curtains in back with holes for his arms.

"Better still, cover the whole window with red paper except for a strip about a foot or two wide at eye-level, which would be painted with transparent ruby paint. The outside of the red paper could serve as a sign or poster with some enticing wording like 'The fascinating witchery of doing your own developing'. We could plan other lettering that would so arouse their curiosity that it would be almost a physical impossibility to get by without peeping in."

"And if they do stop to look,—what then?"

"It would make people think of photography in a new light. It has surprised me to find out how few people really know

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anything about photographic processes—aside from pressing the button and turning the film.

"The simplicity of amateur finishing would be shown by actual demonstration. We could show amateur printers, trays, chemicals and other accessories in actual use.

"People who never even owned a camera would want to buy one, in order that they might take up this mysterious hobby. Customers who have been merely button pushers, will want to buy a complete equipment for their own finishing. And as you know, the enthusiast is a much better customer than the occasional snap-shotter."

"Well, Dick, I guess you win," admitted the chief, who could appreciate the attention-getting value of the screened window. "Go ahead and dress up your blamed old window anyway you like. But remember, you'll have to get 'em three deep, or you'll lose your reputation.

"— But say, Dick, I thought your performance in these pages was supposed to sell Wollensak Lenses. Aren't you off the track this issue?"

"Oh, that's all right, chief. The Wollensak people know that if we can convert a man into a photographic bug, he'll soon have the good sense to buy a Velostigmat for his Graflex and a Verito for enlarging his amateur negatives."

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### Full Pages—Every Month

The Wollensak advertising program for 1921 is the most extensive of any ever conducted by a manufacturer of photographic lenses in the interests of their dealers.

Full pages every month are being used in all the large photographic magazines, both amateur and professional. This magazine advertising will be supplemented by more circular matter and booklets—all designed to help you sell more lenses.

There are two distinct series of ads. That in the amateur publications follows the style of a small newspaper, entitled "Wollensak World." The ads in the professional papers, like the Vitax ad above, feature professional lenses.

This printed salesmanship will bring you even bigger returns if you help it with your personal salesmanship.

# \$100.00 IN CASH PRIZES

## *for Amateur Pictures made with Wollensak Lenses*

One hundred dollars in cash prizes will be awarded to non-professional photographers, in a contest closing April 1st, for pictures made with Wollensak Lenses, prior to February 15th, 1921.

There will be three classes and seven cash prizes as follows:

SPEED CLASS for speed pictures, made with the Series II Velostigmat F:4.5. First prize, \$20.00; Second, \$10.00; Third, \$5.00.

PICTORIAL CLASS for pictures made with the Verito Soft Focus F:4. Prizes, same as Speed Class.

GENERAL CLASS for pictures made with any Wollensak Lens. First prize, \$20.00; Second, \$10.00.

Every contestant, whether a winner or not, submitting two or more prints, will receive a handsome souvenir watch-fob of dignified and artistic design.

Each print must have on the back the name and address of contestant, lens used, and, if possible, diaphragm opening employed, and must be mailed to Wollensak Competition

Manager, 1415 Clinton Ave. North, Rochester, N. Y., before April 1st.

All pictures submitted become the property of the Wollensak Optical Co. Winners of prizes will be expected to turn over the original negative to the company.

Photographs of people, to be eligible, must be accompanied by the following form of release, signed by the subject:

"I hereby grant permission to the Wollensak Optical Company, to use my photo, taken by....., in their advertising and other publicity."

Photographs of minors should be accompanied by a similar release, signed by the parent or guardian.

This contest is an opportunity to every user of Wollensak lenses. Whether you win or not, the attractive watch-fob is well worth the slight trouble involved.

*Please paste this in your window  
or show-case, where your ama-  
teur customers can see it.*

Would you spend 2c  
to make a \$100 sale?

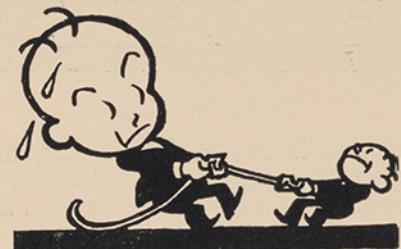
Of course, you would. Any man that wouldn't do this when there's a fair commission to be figured is probably dead from the neck up—and down too. Read, then, how you can profit by the investment of a pair of coppers.

John Smith orders a Series-II Velostigmat on trial. When it arrives, he tries it out, giving the same exposure as his old F:6 lens. Then, without explanation, he returns it, unsatisfied because he didn't know how to properly use it.

Then what does the dealer do? Well, if he's so swamped with business that he doesn't give a darn whether he makes the sale or not, he does nothing, loses the sale and leaves the customer with an unfavorable opinion of the lens.

But if he is out after all the business he can get, he calls up Smith, finds out the trouble, suggests the proper method of working the lens, or writes to the factory for assistance. And generally, when he lets us help, he sees Smith entirely satisfied.

Why is a lens returned? Seldom because of a fault in the lens. More often because it isn't the right focal length, the suitable lens for the customer, or because he doesn't know how to use it. Such occurrences are frequent enough to warrant your giving the matter careful consideration.



*These chaps will never get anywhere until they learn that to co-operate means to pull together. — When dealer and manufacturer pull together, things move!*

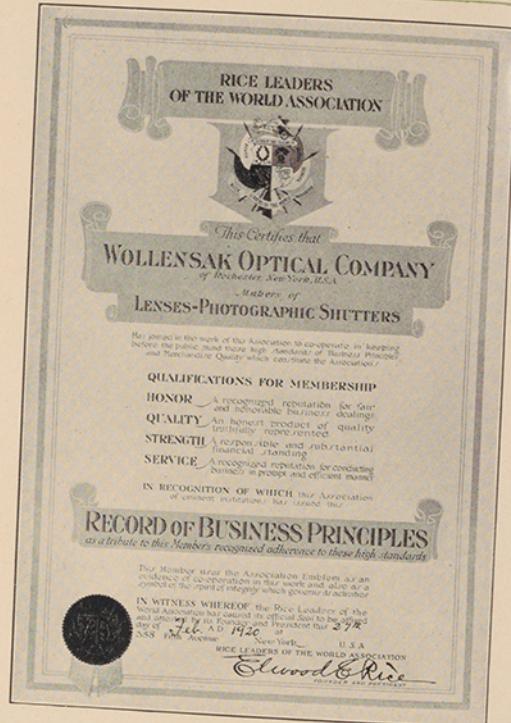
For your interest and ours, when a customer is not satisfied with a lens, don't let him return it until you have invested two cents in a letter to us. Tell us his complaint and let us write him direct. Should the lens be returned to us, we would have to insist on a reason, so by writing, you save your time and ours, and help the sale.

Our promotion of Trade Department is here to help you, and if you don't let us, we'll be out of a job.



The love-sick pair had eloped and the girl to avoid detection had disguised herself in her father's clothes. By a fortunate coincidence, a newspaper photographer had caught a snapshot of the eloping couple which was published in the local newspaper under the caption:

"Flees in Father's Pants."



Specifications of the above "Record":  
 Size  $9\frac{1}{4} \times 13\frac{1}{2}$ . Produced on highest quality ivory gold beveled board and embossed in six colors and gold. Printed from especially engraved plates in gray and black, with de luxe gold seal and blue silk ribbon attached.

## Build Prestige for Your Business

Send for the "Record" illustrated on opposite page.

The Rice Leaders of the World Association, an organization of high-class, responsible American manufacturers, has issued a splendid engraved "Tribute" to the Wollensak Optical Company.

As an exhibit in your store, emphasizing to your own customers the high grade of merchandise you sell, IT IS OF GREAT VALUE TO YOU.

The Association is telling many millions of people in a national campaign—among them many of your customers—that products made by manufacturers in the Association are quality products giving reliable service.

Use and exhibit one of these Rice Leaders "Records" in your store, thus exhibiting, at no cost to you, a powerful merchandising influence that will be appreciated and welcomed by your own customers.

The enclosed addressed post card to the Rice Leaders of the World Association, New York City, will bring, securely packed, a copy of this handsome "Record" to your address within a few days.

Use the enclosed addressed post card.

DO IT NOW!

## ODDS AND ENDS

THANKS, DEALERS, for the whole-hearted response to *Lensology* subscription renewal cards. You saved the editor's reputation.

\* \* \*

THIS MONTH'S COVER is an enlargement from a  $2\frac{1}{4} \times 3\frac{1}{4}$  Series IV Velostigam F:6.3 negative. It is a view from the top of Mt. Tom, Mass., made by A. Wollen-sak, Jr. at the time of the last New England Convention.

\* \* \*

CORRECT CURVES help to make Wollen-sak Lenses accurate and women beautiful.

\* \* \*

HOW WOULD YOU make passersby crowd each other for a look at your window? Dick, the stock-house salesman, suggests a way. See page 4.

\* \* \*

AMATEUR CATALOGUES, same size as *Lensology*, are at your disposal. How many of these sales producers can you use?

\* \* \*

WE ACKNOWLEDGE with thanks the many Christmas and New Year's Greetings and expressions of good will received from our good friends in the photographic profession.

## A Smile and a Stick of Candy

The candy store Dick mentioned in his comments on window-trimming, is not a thing of fiction. The writer saw it, with a crowd three deep in front of its window.

But Dick omits the most interesting and human part of the episode—as I saw it.

Just inside the door of the candy-store stood a middle-aged man—one of the type that never "grow up". And he was having the time of his life playing the part of a sort of Santa Claus in street clothes.

Whenever the face of a youngster appeared at the window, he beckoned it to come inside and then, with a little bow and gracious smile, he held out a stick of candy. Sir Walter Raleigh, doing the door-mat act for Queen Elizabeth, could not have shown greater grace and courtesy. Nor could the queen herself have been better pleased than were the kids.

It wasn't the fine Christmas spirit of the act, nor the intrinsic value of the candy, that got under my skin. It was that chap's genial, whole-souled smile. And as I left the window and went on my way, I found myself smiling too, for there is nothing more contagious under the sun.

I do not know whether this fellow was inspired by the Holiday spirit, or whether

he was trying to advertise the store. But I do know that most of those in front of the window were put in a happy frame of mind, by reason of his kindness and good humor. And I'm willing to wager that the man with his smiles and sticks of candy, made many friends and customers for the store.

In the photographic business, we can't very well hand out peppermint sticks to children of prospective customers. But we can exercise our good humor, even if it does make us prematurely wrinkled around the corners of our eyes.

I'm strong for this smile stuff, I admit. Primarily, because a smile makes me feel good. Secondly, because it makes the other fellow feel good. And lastly because its a good commercial asset.

Here's smiling at you.

*McClellan & Massone*



## *Your Customers Would Like to Know About This*

One hundred dollars in cash prizes will be awarded in an Amateur Photographic Competition closing April 1st.

Everybody wins! For all submitting two or more prints, whether prize-winners or not, will receive a handsome watch-fob.

Read the terms of the contest in the enclosed circular. Then help along by pasting the notice in your window or show-case. Thanks!



