

# LENSOLOGY & SHUTTERISMS

MAY — 1921 — JUNE





**T**HIS Emblem represents Honorable Dealings, Quality Products, Financial Strength and Efficient Service. :: :: :: ::

## Lensology & Shutterisms

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No. 3

### A New Way of Using the Verito

There's no use talking! We won't know the full possibilities of the Verito until the Angel Gabriel toots his trumpet.

Here's a new way of using the lens,—a method recently discovered that gives a delightful and yet distinctly different quality. Tell your Verito customer to try making negatives with his Verito lens combinations reversed,—to screw the front combination in the rear barrel, and the rear elements in the front. He will find the image sharper, yet beautifully atmospheric, with a minimum of halation.

This is something well worth knowing. For if your customer is not perfectly satisfied with the Verito used in the regular way, all he has to do is to reverse the elements, and he has a different lens entirely. Or if he uses the rear element alone, still another quality is available. Can you beat it?

Here's the Verito in brief:—Three qualities in one! Long focus rear combination! Better prices for pictures! Retouching expense slashed! High Speed! Practically free from flare! Ideal for enlarging too! Comparatively inexpensive! By George fel-



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lows, did you ever see such an aggregation of selling points?

No wonder the daw-gone lens is popular!



Series II Velostigmat F:4.5 negative.

by J. Deffebach Jr.

**T**HIS excellent example of speed work with our F:4.5 Velostigmat was one of the many entries in the speed class of the recent Wollensak Amateur Photographic Competition. It prompts us to suggest that you look over your Graflex stock so that you might order for it the Velostigmats that you need.

The competition, by the way, was a huge success. Hundreds of pictures have been entered. More about it in the next issue of Lensology.

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### Success in Selling Lenses

*Dick the Sales Manager of the National Photo Supply Company presents six cardinal rules*

*Illustrations by R. L. Goldberg*

"Hot dam!" Chuck Green, the new stock-house salesman, cussed softly but eloquently as he slid into the comfortable "guest" chair beside Dick's desk.

"Hot dam what? Why so sorrowful? What's the sad news?" asked Dick. It was with difficulty that he refrained from laughing outright at the woe-begone expression on the face of the other.

"I guess I've gummed the works somewhere," groaned Chuck, "Do you remember those five lenses I sold on my last trip? I just learned that only three stayed sold."

"Well, well, Chuck, that's pretty bad," Dick responded with mock gravity. "But it might have been worse.

"As a matter of fact, I wrote both customers, to find out why they returned the lenses. As a result, I sold the Smith Studio a lens of another type which they have found very satisfactory. The other party is a piker who orders a lens on trial whenever he has a special job.

"I'm glad you brought up this subject, Chuck, for its one that I've been carefully investigating of late. When we fail to sell



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the customer the right lens in the first place, it costs us time and money to adjust matters, and there's always a possibility of losing the sale.



*He knows  
his lens  
isn't what it  
should be*

"The lenses are right. I'm confident of that,—and when a man orders a lens on trial, he does so because he knows his present lens equipment isn't what it should be. And I think you boys on the road can make ninety to ninety-five per cent of them stick if you follow out my ideas in selling."

"Fine. I'd like some ideas on this lens proposition. What do you suggest?"

"I have several suggestions and in order that I can pass them along to all our road men, I wish you'd take a pencil and paper and write them down.

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**"First.** Know lenses. Take a Wollensak catalog and read and study the descriptions of every lens. Study the articles on pages six and thirty-three until you know them thoroughly.

**"Second.** Study carefully your customer's requirements before you try to sell him a lens. If he has a good group lens, sell him a Vitax or Verito for portraiture. If he needs a lens for groups, home portraiture or all round work, sell him a Velostigmat F:4.5. But be sure to sell him the right lens the first time. If you're undecided between two, send him both to try in comparison. We're reasonably sure of selling one.

**"Third.** Don't let your customer have any wrong ideas about the scope of work or limitations of a lens he is ordering on trial. Make him understand for example, that he can't get depth of focus with a high speed lens used wide open. Tell him how he'll have to work the Vitax in making groups. In other words, tell him all you can to start. Anticipate the difficulties he might experience, and help him overcome them.

**"Fourth.** Sell him thoroughly. Don't let him order with only a lukewarm, half-hearted interest. Make him as enthusiastic as you are over the lens. If you can't do that, give him an injection of selling talk



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*Tell him  
how to work  
the Vitax  
in making  
groups*

every trip until you have his genuine interest. Then take his order.

"Fifth. Tell him emphatically that the new lens is different from the one he's been using and that he shouldn't decide whether he likes it or not until he's used it for the trial period. Lenses are like wives. You have to live with them for awhile to know them.

"Sixth. Tell him that he might experience a little difficulty in getting the best results at first. That's often the case. But if he does, tell him to be sure to write the company for assistance. They will put him on the track to better pictures.

"Follow these six simple rules in selling lenses, Chuck, and I'll bet my new hat they'll stay sold."

"I won't take your bet, Dick, because I know you're right. But how about the

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chronic lens borrower. What'll we do with him?"

"No fate could be too horrible for him. Seriously, when I know he wants to borrow a lens for a certain job, I tell him 'See here, old man, we can't loan you a lens. If we do that only two or three times, we have to have it refinished or sell it for second-hand. Either way it costs us money. If you're really interested in the lens, I'll be glad to let you have it on trial, but only with the understanding that you'll keep it if you find that it measures up to a fair standard of quality.'

"Really, Chuck, this sort of photographer is hopeless. And when he dies, I suppose his family will shop around trying to get a tomb-stone on thirty days' memorandum."

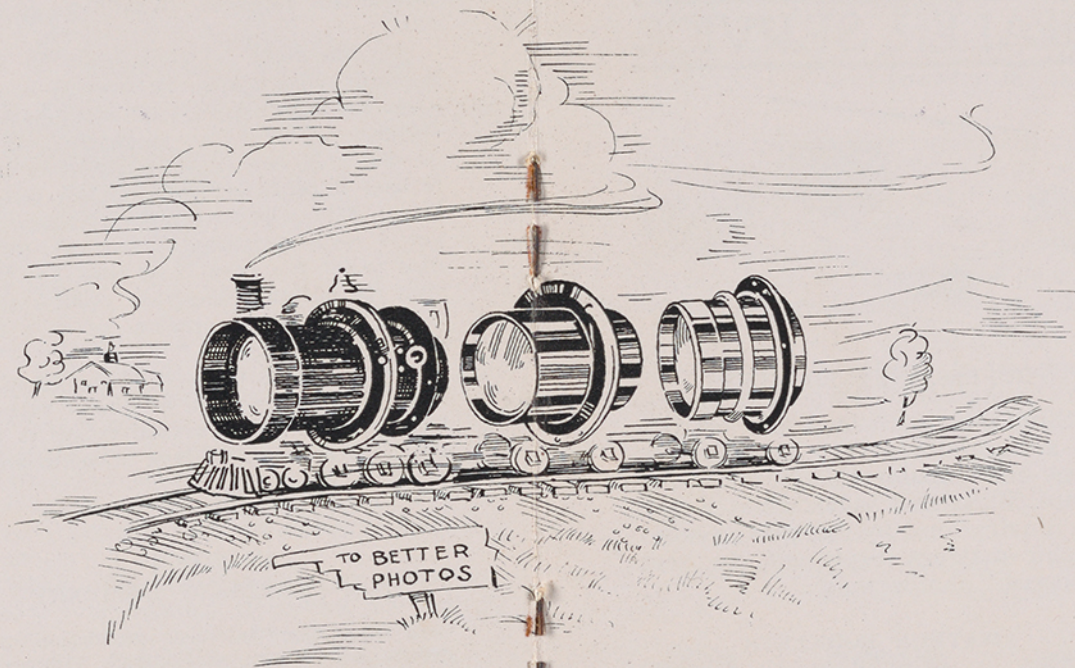


### IN STOCK FOR IMMEDIATE DELIVERY

In the race between production and orders, orders are still ahead. However, production is slowly overtaking its opponent.

Frinstance. We now have in stock for immediate delivery 5 x 7 Veritos in any mounting. This is a mighty popular size, as it is used on view and studio cameras, Graflexes and for enlarging.

How many will you want?

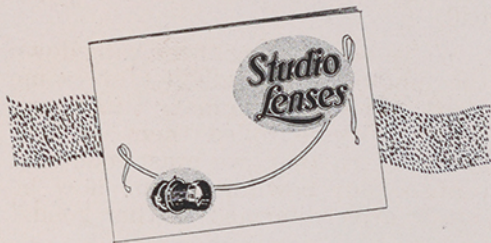


### TRAVEL ON THE S. P. & Q.

The Wollensak line of Speed, Performance, and Quality for the photographer and  
Sales, Profit and Quick turn-over for the dealer.



## DEALER SERVICE



### PROFESSIONAL BOOKLETS

"Studio Lenses" is a new booklet and a real humdinger. It fully describes the popular studio trio,—the Verito, Vitax and Velostigmat F:4.5. The illustrations, by American photographic masters, represent the best in portrait photography.

### AMATEUR BOOKLETS

"Wollensak Lenses for the Advanced Amateur" is an interesting little catalog of our amateur products. It will interest your amateur trade.

MAKE THESE BOOKLETS WORK FOR YOU. Sent on request.

### Three Strikes

No, Al, you're all wrong! We're talking in terms of bowling, not baseball.

We've been rolling three balls down the photographic alleys for some years,—the Velostigmat, Vitax and Verito. We've rolled them so long and so often that, we must modestly confess, our bowling might now be conservatively termed "rather good."

When a bowler scores a clean hit, they call it a "strike." In the photographic alleys, the Velostigmat, Vitax and Verito have each scored a smashing strike,—a clean, complete and powerful hit. The professional "pins" sighed, "Ah, there's a bowler,"—and willingly surrendered.

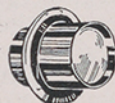
This bowling is great stuff,—when you have the proper ammunition.



Strike One



Strike Two



Strike Three

P. S.—Dealers who roll with these balls run up a healthy yearly score.



## Be photographed this year on your birthday

This is the new slogan recommended to photographers by the Photographers' Association of America, the purpose of which is to induce people to have their pictures taken more often. The result—more business for the photographer, the dealer and the manufacturer.

"Be photographed this year on your birthday." It is a big idea and can be made a potent influence in selling more photographic products. But its effectiveness depends on the extent to which it is used.

Mr. Dealer and Mr. Salesman—won't you get behind this movement and push? Recommend to every photographer you see, the extensive use of the slogan in all printed matter and newspaper publicity. It will help them, and you.

Electros of the slogan as shown above, may be obtained from J. C. Abel, Secretary, P. A. of A., Caxton Bldg., Cleveland, Ohio.

## Odds and Ends

ALL NORMAL PHOTOGRAPHERS have eleven toes, counting their Verito.

\* \* \*

THIRTY DAYS' TRIAL has always been offered on our lenses. While this privilege has been occasionally abused, we ourselves favor it because it gives the customer an opportunity to become better acquainted with the lens on trial. But we want your advice. In preparing our new catalog, should we specify 30 or 10 days free trial, or omit any definite mention of a time limit?

\* \* \*

GUARANTEE SLIPS will hereafter be sent with the lens instead of the invoice. Be sure your customer receives it. It fosters confidence and helps the sale.

\* \* \*

"WHAT KIND OF A LENS do you use to make glossy prints?" queried a regular photographer, quite seriously, at a recent convention.

\* \* \*

SHADES OF DAGUERRE! We wonder if he also thinks that "The harder you squeeze the bulb, the faster the shutter works."

\* \* \*

WE MAKE good friends by making good lenses.

\* \* \*

CONVERTIBILITY in a lens is a desirable quality. Did you know that our Series



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I Velostigmat, Verito, Versar and Vesta all have at least one element that may be used alone?

\* \* \*

A TAX photographers love—the Vitax.

\* \* \*

THE WHOLE WORLD is interested in the Verito. Inquiries from England, France, Japan, Germany, China, India and many other countries indicate that this popular lens has become a thing of international interest. Demonstrations unsolicited by us, have been held in England, Australia and Japan.

\* \* \*

STUDY YOUR CATALOG—and when the customers ask “What Lens?” you’ll know the answer.

\* \* \*

110,000,000 BIRTHDAYS a year in this country or 300,000 daily. Reason enough to push the slogan “Be photographed this year on your birthday.”

\* \* \*

THREE SIZES of bulb attachment are supplied for Studio Shutters:

Small size fits No. 1 Studio

Medium size fits Nos. 2 and 3 Studio

Large size fits Nos. 4 and 5 Studio

\* \* \*

FIRST PRIZE in an amateur photographic contest recently conducted by a Philadelphia newspaper was won by a Wollensak enthusiast—with the aid of a Series II Velostigmat F:4.5.

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SIX KEYS to success in selling lenses. Do you know them? Dick does. See page 4.

\* \* \*

OUR COVER for this issue is from a rather timely and interesting study by G. W. French, elaborated upon by our artist. The original print, made with the Series II Velostigmat, is one of the many excellent entries in the Wollensak Amateur Contest.



### Essentials of Salesmanship

*From the opinions of Geo. Eastman, John Wanamaker, E. M. Statler, Henry Ford and other leading business men.*

What are the chief requisites of a good salesman? You have your own ideas on the subject and I have mine, but, if we really *knew*, wouldn't it help us in selling more efficiently?

George W. Lee, Sales Manager of the Todd Protectograph Company, recently sent a questionnaire to several hundred of America's leading business men, purchasing agents, sales managers and advertising men, requesting their ideas on the subject. In a talk before the Rochester Ad Club, he summarized the opinions of the ninety per cent who responded.

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Here are the qualities in order of importance, as voted on by the men who ought to know.

Knowledge	Ambition
Hard work	Good-health
Enthusiasm	Service
Honesty	Persuasiveness
Sincerity	Education
Personality	
Tact	
Ability to make the other fellow understand	

According to this, education isn't so all-fired important after all. And Personality, so often over-estimated, is sixth on the list! But arm a man with knowledge of his line, the ability to plug, enthusiasm and honesty—and you won't be able to see him for the dust.

In the machinery of selling, **HARD WORK** is the driving force, the powerhouse. **KNOWLEDGE**, is the application of this power, **ENTHUSIASM**, according to Elbert Hubbard is a lubricant to the wheels of trade and **HONESTY** is a sort of governor or balance-wheel that keeps the machinery running smoothly.

It is worth while to make an inventory of our own qualities, from time to time, to make certain that we are not overlooking any of these essential requirements in our selling.

## A Creed

**I** BELIEVE that honest stuff can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward which the future holds.

*Elbert Hubbard.*



SOME people  
complain be-  
cause roses have  
thorns. I am  
glad that thorns  
have roses. :: ::

