

LENSOLOGY & SHUTTERISMS



NOV.-1921-DEC.

WOLLENSAK OPTICAL COMPANY
ROCHESTER, N. Y.

Only Some Pieces of Glass

“Leñses” they call them,
Combinations of graceful curves,
Some convex, some concave,
That go to make up
What they term
A “photographic objective.”

Only some pieces of glass,
Extremely prosaic to look at,
And yet into them has been built
The knowledge of trained artisans,
The findings of science
For centuries past.

Only some pieces of glass
In a sombre, cylindrical mounting
And yet by their curves
They record for all time
Living likenesses of loved ones
And friends that we cherish.

Only some pieces of glass,
The portrait lens or objective.
And though memories fade
Photographs are undying,
And the friends that are gone
And the babe that has grown
Will live in a picture forever.

M. C. W.

Lensology & Shutterisms

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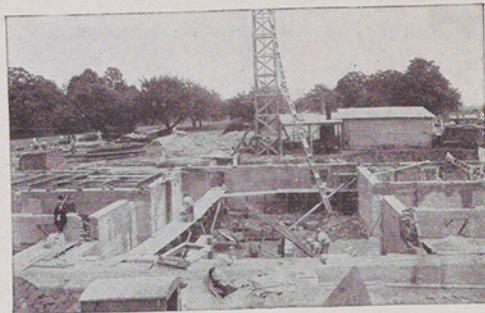
Hit 'em now and hit 'em hard!



The approach of winter means two things to the professional photographer,—less daylight and profitable holiday trade. The first condition creates, in many cases, the need of a faster lens; the second, the wherewithal to buy it.

Now is the time to talk lenses to your customers in order that they can profit by their use in the rush of Christmas orders. The Velostigmat F:4.5, Vitax F:3.8 or Verito F:4—one of these speedy objectives would prove a valuable investment to almost any studio. And holiday orders will make the cost quite negligible.

Are your customers prepared for the winter days and the holidays? If not, hit 'em now and hit 'em hard!



From 7x11 negative made by Mr. Frederick C. Wainwright
Greystone Park, N. J., with 9½" Series II Velostigmat F:4.5.

Exceptional Covering Power

characterizes the modern Series II Velostigmat. Since our catalog claims for the Velostigmat F:4.5 are most conservative, this lens has the happy faculty of surprising the user by its unexpected possibilities.

The ability of this lens to handle the difficult job satisfactorily is best expressed by the following excerpt from a letter from Mr. Wainwright, who made the picture reproduced above:

"I am using a No. 2 Eastman View 7 x 11 and a Series II F:4.5 Velostigmat 9½ in., stopped down to F:22. The results are exquisitely fine

and the work on Standard Ortho plates is giving the highest satisfaction.

"But fancy being able to use a 9½ in. focus lens on a 7 x 11 plate. I enclose a print and you will agree that the plate is covered perfectly, and the results are brilliant.

"There is no better lens made today than your Velostigmat, in my opinion."

Truly, a Velostigmat is an anastigmat *plus*.

* * *



1 - 2 - 3 Kick!

Here is a story handed down from pre-Verito times when photographers were just beginning to recognize the possibilities of artistic expression by diffusion,

A studio-owner, whom we'll call John Jones, admired the beautiful enlargements that a competitor's employee was producing. So he hired him and put him to work in his studio.

Then said Jones to his assistant, "Watch this fellow and see how he gets that fuzzy effect in his enlargements. Then tell me about it."

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Later that day Jone's assistant came out of the dark room and announced that he had discovered the newcomer's method of working.

"How does he do it?" asked Jones.

"Well, he sets up his enlarging apparatus in the usual way, takes off the lens cap, then slowly counts 'one-two-three-kick,' and puts the cap back on. On the word 'kick' he bumps the camera with his foot to make it jiggle."

Jones had learned what he wanted to know and shortly after the new man was looking for a new job.

But the day of the camera-jiggler is past. It is no longer necessary to fuss with chiffon, print through glass or bother with make-shift devices which are, at best, slow, tedious, difficult to control and uncertain in results. Diffusion has come to stay, and the day of the Verito is here!

You know the whole story of the Verito and the delightful atmospheric quality that it renders. You know that it gives a beautiful softness without unpleasant fuzziness. You know that it can be used for enlarging and for making negatives direct; that it is

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convertible; that it greatly reduces retouching; that it brings better prices and yet is inexpensive; that it is variable and controllable.

Yes, you know all this, but *do your customers?*

* * *

A Shutter Must Have Guts To Stand This Test

Click-Click-Click-Click-Click—

Our visitor stopped before a queer-looking motor-driven apparatus on which was mounted a battery of shutters of assorted sizes, click-clicking merrily away with ceaseless monotony.

"What's the big idea?" he queried.

"That's a special shutter-testing apparatus" answered our guide. "It automatically operates those shutters at a rate of twenty-five exposures a minute. A counting device records the number of times each shutter has been operated."

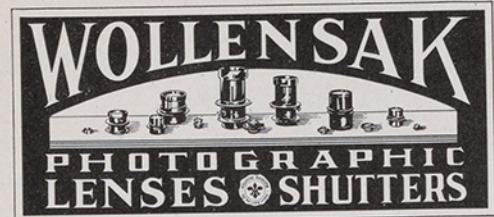
"But how does working a shutter serve to test it?" asked the visitor, still somewhat puzzled.

"Well, you see, this is sort of an endurance test, and is only one of the many we employ. When a new type of shutter like the Betax, Gammax or Deltax has been perfected, several different sizes are mounted up, set at a given speed. The motor is then started and, with the shutter working 1,500 times an hour, hour after hour, some times for days, it is an easy matter to locate any possible weaknesses and remedy them. This apparatus actually duplicates working conditions and demonstrates the ability of a shutter to stand up in use. It also tests the reliability of shutter speeds, after continued service."

"How many times are they operated?"

The guide referred to the automatic counters. "All of these record thousands of exposures. You will note that this Betax has been operated 34,000 times. And there,—"picking up one of our new gearless, pumpless shutters from the work-bench,—"is one that worked 80,000 times and was still operating perfectly when they took it off."

"By, George," murmured our visitor, "a shutter must have *guts* to stand that test."



A Sign For Your Store
A Calendar For Your Desk

In last Lensology, we offered our new dealer sign, illustrated above. It is a most attractive display, 4 in. by 9 in. in size, made of etched brass with chain hanger. If you have a store, you should have the sign.

By the last of December, we will also have ready for our dealer friends, an attractive little desk calendar. This, too, is made of etched brass. It will be sent only on request, but is well worth writing for.

The coupon given below will save you the trouble of writing a letter:

Wollensak—Rochester

Gentlemen: Please send items checked.

...Brass sign, which we agree to display in store.

...Desk Calendar (when ready) for the writer's personal use.

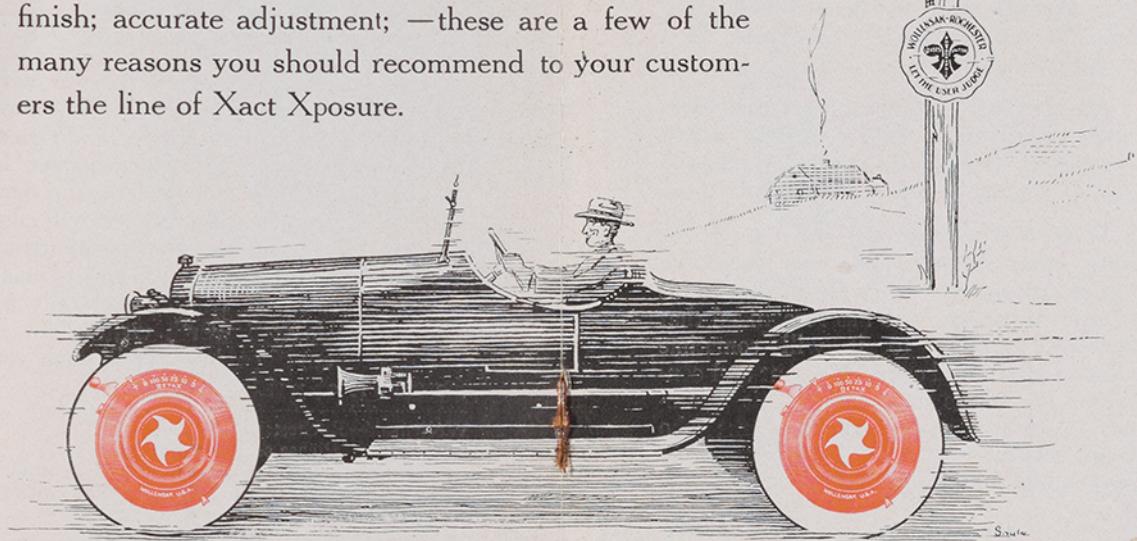
Dealer's Name

Address

Attention of

ALL THE QUALITIES OF AN IDEAL CAR

are embodied in the new Wollensak gearless, pumpless shutters. Simple, durable, correctly-designed mechanical construction; reliability in performance; beauty of finish; accurate adjustment; —these are a few of the many reasons you should recommend to your customers the line of Xact Xposure.



FOLLOWING THE WOLLENSAK TRAIL

884,000 Times In 1921

Water dripping, drop by drop, day after day, year after year, wears away the hardest stone.

Similar in its effect is the power of Wollensak advertising. Repeatedly, continuously, incessantly, month in, month out it is wearing away the natural sales resistance of your prospective customer. It is making selling easier for you.

Ad after ad, page after page, time after time. Eventually your customer reacts. He decides that he does need a new lens,—that he's going to buy a Wollensak.

Who will receive the order,—you or some other dealer? The man who has applied the power of this advertising to his selling machinery; who has recognized that dormant reaction to it will sometime awaken; who has been as constant and consistent as the ads themselves in his recommendation of a new and better lens; who wisely has capitalized on our investment in advertising,—HE will receive the order.

During the past year 884,000 ads have appeared in the different photographic publications. Counting other media, the circu-

lation of Wollensak advertising would be over a million,—reaching photographers almost exclusively. Here are some of the magazines in which full pages have appeared every month:

Abel's Weekly, American Photography, Bulletin of Photography, Camera, Camera Craft, Photo Era, Photo-Journal of America.

One million ads are working for you! Are they working alone, unaided, or are you helping them, as other dealers do, by word of mouth advertising?

* * *

A Self Service Counter

Here is a selling idea which has proved productive for the Schultz Novelty Company, New York. We pass it along for the benefit of other dealers who might want to profit by its application.

Conveniently situated in their store is a counter divided up into small compartments, each containing a different photographic accessory, such as developer, fixer, photo-paste, exposure-meters, ray filters, developing clips, portrait attachments, etc.

The photographic enthusiast is naturally attracted by such a diversified display. He inspects the different products (without the interference of a salesman) reads the labels and directions and frequently *sells himself* one or more of the items displayed.

Why not a self-service counter in your store?

* * *

Odds and Ends

DOING BUSINESS without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.

* * *

IMMEDIATE DELIVERY is now possible on all Wollensak lenses and shutters. What do you need for your stock?

* * *

SURE expoSURE—We put the sure in exposure when we developed the Betax, Gammax and Deltax.



VOLTAS F:8 will no longer be supplied in barrel, except as a special equipment, the cost of which will be the same as in Betax shutters.

* * *

THIS MONTH'S COVER is from a Vitax negative made by Wm. Shewell Ellis in a demonstration at the Dallas convention. Mr. Ellis is a master of photographic illustration, and his pictures have frequently adorned the covers of the Saturday Evening Post, Country Gentleman, and other magazines of national renown. So our cover for this month, thanks to Mr. Ellis, is distinctly in the big league class.

* * *

FLANGE ORDERS should always specify the shutter mounting of the lens for which the flange is required. Giving us the shutter as well as the lens when you order a flange, saves you and us needless correspondence.

* * *

SHUTTER LEAFLETS, sample of which is enclosed, are now ready. How many can you use as mail inclosures?

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of a chap; that we have much in common, —the same line of merchandise, sources of supply, customers and retail problems. In view of our common interests why couldn't we get together, cooperatively rather than competitively? I believe he would be willing to meet me half way on such a proposition.

Certain it is, that a dealer organization, both local and national, based on a sincere determination to have concerted action on all merchandising policies, would be a long step in the right direction. Other lines of business have such organizations that work, and are beneficial to all members. Why not photographic dealers?

If I were a dealer, I would work and boost for a dealer association. I would recommend the adoption of an emblem for the identification of members. I would advocate cooperative advertising, based on the principles of a square deal, guaranteed quality and prompt and willing service. I would not base my success on my ability to undersell the other fellow.

Such an organization could adopt a code of ethics which all members would be bound in honor to observe. This code would define among other things, a stand-

ard practice in regard to price quotation on all recognized photographic commodities. With a clearly defined policy and concerted action, we would all be able to enjoy the legitimate profit to which we are entitled.

By consistent cooperative advertising, I am confident that, in the course of time, we could sell our organization to the trade. Eventually, the photographer would recognize that courtesy, service and a guarantee of satisfaction are factors worth considering in making a purchase. I believe he would find a certain satisfaction in dealing with members of an organization of established prestige and character.

Incidentally, such an association could foster the sale of American-made merchandise, recognizing that the prosperity of American business and the success of American industry are interdependent.

The possibilities of such an organization have been discussed only superficially. If I were a dealer, I think I would get together with the other fellow and endeavor to start something. But I'm not a dealer, so put it up to you.

—M. C. Williamson



Mr. Arthur F. Light

—more commonly known as Arty Ficial Light—is having a hard time of it many of the studios in which he is working.

Arty himself is O. K., but many of his assistants are too blamed slow. He needs speedy helpers like Velostigmat and Vitax.

Now fellows, you know Arty's boss. Won't you use your influence to have them can these slow birds and hire helpers with a little pep,—like Vi and Velo?





Our Good Wishes

*We take this early opportunity
to extend to all our friends
sincere and cordial
wishes for*

A Joyful Thanksgiving



A Merry Christmas



A Prosperous New Year

