

LENSOLOGY & SHUTTERISMS



JAN.-1922-FEB.

WOLLENSAK OPTICAL COMPANY
ROCHESTER, N. Y.

THE shrewdest buyers are not those who can pick the lowest prices, - but the ones who can recognize the highest merit.



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What of 1922?

In the absence of Mr. Magin who is in Europe visiting our good friends there, I know that I am voicing his sentiments as well as my own, when I say that our whole organization hopes that the New Year may bring happiness and increasing prosperity to all of our friends.

We feel that the stagnation which has affected all business is passing with the old year, and that an era of sound, substantial prosperity is in store. We believe in America. We are "bulls" on America. We know that America is destined to carve out for herself an increasingly magnificent place in the family of nations. This destiny is in the hands of America—in the hands of her hundred millions of devoted citizens, and it behooves her manufacturers and merchants to play their part.

The new era of good feeling will be

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ushered in just so quickly as we all set our hearts and hands to the tasks that await us. It will be delayed just so long as Americans fail to eradicate from their business life the mean and sordid and selfish motives that have too often characterized their dealings in the past.

We believe that a new consciousness fires the heart of America as she stands on the threshold of this New Year. We propose to make this new hope our guide. We are determined to do our share—to make our little contribution to America's greatness. We want you, our dealer friends, to know that so far as it lies in our power we may be counted on to play the game—to meet you more than halfway. And we refuse to be so cynical as to believe that we will reap other than a great advantage.

We are conscious of our limitations, we realize that occasionally imperfect products of our manufacture may reach your shelves. But we want you to believe that there can never be a question of our willingness to rectify our mistakes. We have no fear of suffering on this account because of

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our implicit confidence in you,—our friends.

On this New Year's Day we pledge you our support, we hope and trust that you may be happy and we join with you in high aspirations for better business, better business methods and a better, finer America as the mother of us all.

Cordially,



Assistant General Manager.



Robinson Crusoe



Age.

was a conspicuous exponent of successful advertising methods, according to **Moving Picture**

Crusoe knew what he wanted—so he advertised. He wanted a ship, so he nailed a shirt on a pole at the best point of vantage—a signal every seafaring man would recognize.

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He knew the circulation was small, but he kept persistently at it. He changed his copy (as one shirt after another wore out) and he succeeded.

What if he had taken down the signal after a while and said "Advertising doesn't pay"? Absolute failure would have resulted.

Wollensak advertising, like Crusoe's shirt, is displayed on the poles of publicity,—in photographic journals where your customers will see and heed it.

Whether general business conditions are good or otherwise, readers of photographic magazines always have a full page Wollensak ad to guide them in the selection of better lenses and shutters.

Whereas Robinson Crusoe advertised for help, we advertise the service we can offer the photographer. And the wise dealer profits by having in stock the popular Wollensak lenses that his customer sees advertised.

Customer: "What have you in a good camera today?"

Dealer: "A Velostigmat lens in Betax Shutter."

—Apologies to Mo. Valley Photographer.

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Reproduced above, is a picture by Mr. P. M. Macfarlane of Los Angeles, which illustrates the work of the Verito at F:4. This Persian puss, like the Verito, is a consistent winner of honors

Verito Results at F:4

Some contributor once stated in a photographic publication that the fastest practical speed for a soft focus lens is F:8. Probably he had never used the Verito.

The full aperture of the Verito,—F: 4, is a practical speed. It gives as much softness as any pictorialist would desire, and yet the diffusion at this opening is not uselessly "fuzzy". The Verito at F:4 gives a quality com-

parable to other soft-focus lenses at a much smaller aperture, permitting a shorter exposure for a given quality of softness.



Stunts Sell Where Words Fail

There was an interesting article in a recent issue of **Printers Ink Monthly** in which was related a story concerning the star salesman for a company manufacturing a fly exterminator.

This man sells more goods with fewer words than any salesman on the force. He is a master strategist—using deeds, not words, for his sales ammunition.

Walking into a grocery store, he remarks, “Uh-h-h—good many flies! Like to get rid of ’em?” “Uh-huh”, the proprietor generally replies.

With that the salesman gets out his sprayer and quickly sends the flies to

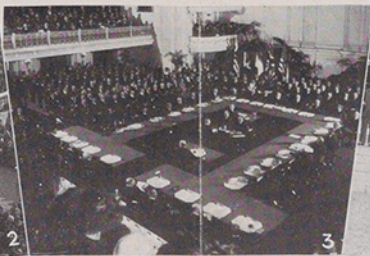
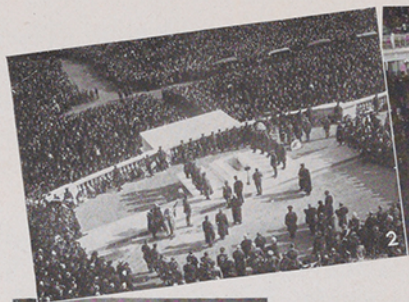
the Happy Hunting Grounds. Then he waits for the grocer to ask questions. He volunteers practically no information. If his sales are any indication, something besides talk can sell merchandise.

This story suggests many practical applications to the sale of photographic products. Take lenses as an example. Your customer doesn't care a whoop about what the lens looks like. What interests him is the results it will produce.

The photographer never buys a Velostigmat or Verito merely as an assemblage of so much brass and glass. He buys it for the work it will do.

Put the lens on a Graflex, or some other camera affording a ground glass for focusing. Let him see the image it projects,—the crisp, sparkling definition of the Velostigmat, the delightful softness of the Verito. Let him see for himself how the lens responds to its diaphragm.

Chances are that he will sell himself.



In the Spotlight of International Interest

1. General Diaz, Admiral Beatty, General Jacques.
2. The Grave of the Unknown Soldier at Arlington.
3. The third session of the Arms Conference in the Memorial Continental Hall.
4. Heads of Delegation to Arms Conference.
5. The Jeweled Portal leading to the Pan American Building.



Copyright 1921 by Harris & Ewing.

THE world is watching Washington. The events that have been transpiring there within the last two or three months, have been followed with the keenest interest by the people of all nations.

Harris & Ewing of Washington, D. C., have had the privilege of photographing these epoch-making events. Reproduced above are a few from an interesting collection they sent us,—all made with the Series II Velostigmat F:4.5.

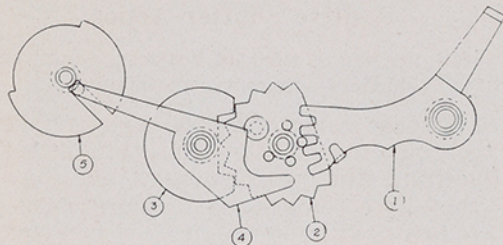
Positive Shutter Action

How the new Wollensak gearless, pumpleless shutters eliminate uncertainty.

In past issues of Lensology, we have told you many interesting things concerning the new shutters and how they give remarkably accurate exposures without the use of complex gears or uncertain pumps.

The secret of the accuracy of these shutters lies in a simple mechanism which we call the retarding device. This device is incorporated in all three of the new shutters and its purpose is to control the duration of exposure.

The five principle parts in the retarding device are designated in the accompanying illustration. The speed indicator on the shutter governs the extent of movement of lever (1) which engages studs on escapement wheel (2). This wheel makes a partial revolution, the degree of revolution controlling absolutely the number of oscillations of pallet (3). Stud in the end of pallet lever (4) rides in slot in balance wheel (5) which offers the necessary resistance and contributes to the smooth operation of



the other parts. Inasmuch as the number of oscillations of pallet (3) is always the same when the shutter is set at a given speed, the shutter speeds are not subject to variation.

This device insures absolute accuracy. Its simplicity is ideal. The movement of all parts is constant, non-variable and positive. Yet there are so few bearing surfaces that friction is virtually eliminated.

The man who understands even the rudiments of mechanics will appreciate these sound mechanical principles. And the dealer who appreciates the rudiments of merchandising will likewise appreciate the advisability of recommending to his customers the simple, sturdy and accurate mechanism embodied in the line of Xact Exposure.

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Two horses, 8 hoofs off the ground

Unusual Unusualness

When A .R. Brown sent us the picture of the two racers pictured above, he commented on the unusual fact that all hoofs were off the ground. But E. W. Hazard's contribution, shown below, beats Mr.



*Horses 2, 3 and 4 — three of them with all 12 hoofs in the air
(note the mathematical accuracy with which the editor
has computed this.)*

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Brown's accomplishment by one horse or four hoofs.

Both these capable photographers judiciously use the Series II Velostigmat F:4.5 on their Graflexes. This speedy anastigmat capably handles the hard-to-get subjects producing fully timed negatives with perfectly arrested motion.



Odds and Ends

HAIRCUTS AND HATS are the kind of "overhead expense" that most of us worry about.



SATISFIED USERS of Wollensak products are a reflection of the satisfied craftsmen who make them.



"HOW MUCH HOOTCH can one store in the barrel of a Vitax?" facetiously inquires fictitious F. O. X. in Abel's Weekly.

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WE RESENT this implication. The Vitax F:3.8 may break all speed ordinances. But, doggone it, she isn't involved in any bootlegging activities. Vi may be fast, but, believe us, she's virtuous.

* * *

FREE on request!—an attractive brass desk calendar. If you haven't already requested one, drop us a line today. We'd hate to disappoint any one.

* * *

ALL THREE PRIZES awarded in the Junior Competition in November American Photography were made with the Verito. The Verito doesn't always win all the honors, but it surely wins its share.

* * *



FOUR PICTURES were entered by Leroy Whitaker of Denver in four different contests conducted by the **Rocky Mountain News**. Every one captured a prize, two winning first

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place. Oh yes! The lens? Series V Anastigmat F:7.5.

* * *

THE MODEST VOLTAS, the inexpensive brother, won fourth prize for O. Stutzman in the **New York World's** amateur contest.

* * *

AT THE RISK of dislocating a shoulder by the self-back-patting process, we venture to call attention to the way Wollensak lenses consistently bring home the bacon.

* * *

SHORT DAYS of winter are little handicap to the photographer with a fast lens. Do your amateur and professional customers know the many advantages of the speedy Velostigmats?

* * *

OUR COVER for this issue is a seasonable subject made by John N. Consdorf with the rear combination of his Verito,—wide open.



Advertisers Advertise Us

National advertisers are using soft-focus illustrations in their ads to a greater extent than ever before. They find that their artistic beauty helps to convey the idea of quality to their prospective customers. Manufacturers of motor-cars, tires, clothing, toilet articles and sundry other products are finding that Verito illustrations are a definite aid to the effectiveness of an ad.

The photographers' customers see these illustrations and admire them. Frequently, they ask for a similar effect in their portraits. And so the way is opened up for more Verito sales for you.

HERE are more expensive lenses than the Wollensak line - that are no better. And cheaper lenses, too, that are not by any means as good.



TO our old friends, loyal and true; - to our valued new friends; - and to those whose friendship we strive to deserve; we heartily wish unmeasured happiness and good fortune throughout the coming years.

The Wollensak Folks

