

# LENSOLOGY & SHUTTERISMS

March-April 1918



WOLLENSAK OPTICAL COMPANY  
ROCHESTER N.Y.

X

Sanity, today, manifests itself in co-operation. The more men you can work with and for, the greater and better are you, and the wider your influence for good in the world.

When two sets of brains can focus as one, there is no let up. When one becomes tired, the other takes up the task afresh, and nothing can withstand this persistency.

It's a fine thing to do team work.

*From "Pivotal Points" by  
Elbert Hubbard*

*Elbert Hubbard thinks as we do, that intelligent co-operation is a fundamental of success. On page twelve we suggest one of its applications to your business.*

## Lensology & Shutterisms

Published Bi-monthly for and in the interest of Wollensak dealers by the Promotion of Trade Department

Vol. VI

March - 1918 - April

No. 2

## The Baltimore Convention

Down in the good, old fashioned town of hospitality called Baltimore in the State of Maryland, there is going to be a gathering of photographers at the annual convention of the Middle Atlantic States Photographers' Association. This will be from March 19th to 22nd and it was our privilege to sit at the Board Meeting of the officers of that Association and to go over with them the program that will be staged at that time.

Its going to be an excellent one and every one who attends is going back home after having secured some helpful information that will enable him to better face the problems that he must meet during this unusual year. Every dealer in the territory effected by the convention of this Association will work for his own interest as well as that of photography in general by urging their professional patrons to close up shop, if necessary, and go to Baltimore.



## ⌚ Lensology & Shutterisms ⌚

The manufacturers will be there to meet and greet the photographers and all factions are co-operating to make that convention a huge success. It is a patriotic duty for photographers to meet at this time and discuss the unusual things which they have to contend with in order to supply the folks at home with satisfactory pictures of the boys who are going to the front and the boys who are going away with pictures that are true likenesses of those loved ones they leave behind.

Let us then all root for Baltimore.

---

X  
In February Camera Craft is contained a suggestion to dealers who have the interest of our boys in Training Camps at heart. It is this: Instead of promiscuously handing out old photographic publications when they become out of date, tie them up and send them to the nearest camp marked "photographic magazines for those having cameras. Please distribute." A little sticker on each would be a pleasant reminder of the sender and build for future good will.



M. C. WILLIAMSON

Some of these days you will receive a call from a young chap by the name of Williamson. On the same card with his name will be the name Wollensak. So let us make you acquainted here and now.

Mr. M. C. Williamson has just come to us from New York where he was associated with a firm of international reputation in the Advertising and Sales Department. He is a photographic "bug" and this with his experience in serving people in the way they like to be served equips him to be of much help to our good friends in the Trade. Williamson is a likeable sort of fellow and will attend most of the conventions, travel quite a bit and in between spells seek opportunities to help you from his desk at Rochester.

As it seems to be the custom to attach a photograph to public records, we have reproduced his likeness at the beginning of this introduction.

## ⌚ Lensology & Shutterisms ⌚

### Try this with your Customer

If you want to “make a hit” with a customer give him something that he will find useful or convenient, but not something of definite monetary value, lest he mistakenly suspect that you are trying to buy his good will.

We still have a quantity of those little tissue booklets, each containing several leaves of a specially prepared tissue for polishing photographic or optical lenses. They cost you nothing and we will send you a quantity if you will just let us know how many you could use.

Just say to your customer “Try polishing your lenses with these” and note the pleased expression as he slips the booklet into his vest pocket.

---

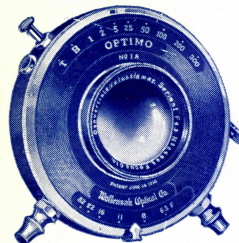
#### PATRONIZE HOME TALENT

“Why don’t you get an alienist to examine your son?”

“No, sir! An American doctor is good enough for me.”—*Baltimore American*.

## ⌚ Lensology & Shutterisms ⌚

### Eight Years Ago



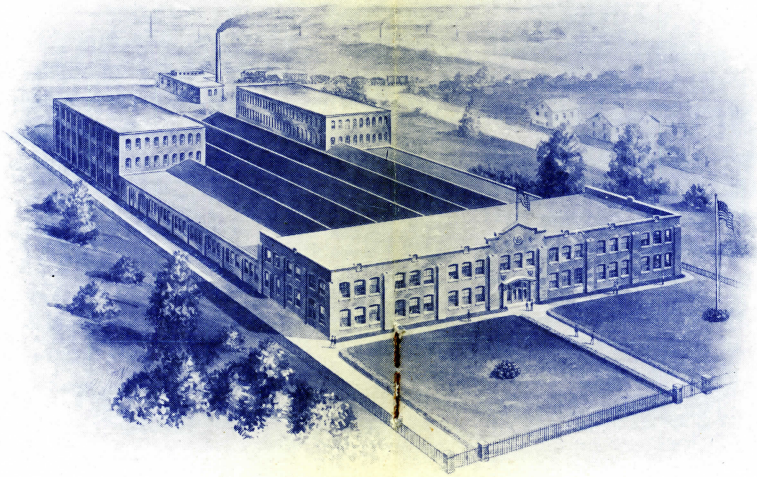
out in Iowa they were casually snapping at four o'clock in the afternoon trains travelling forty-five miles an hour—incidentally about as fast as they ran in those days. This, of course, was with an Optimo Shutter operating at 1/300th of a second.

That was when the Optimo was still young, when it had hardly “learned to walk.” Every year has wrought new changes as the Optimo developed character. We have made constant endeavors to better the best, thus earning for this “shutter of shutters” its place as the foremost between-the-lens shutter in the world today.

You know the merit of the Optimo; the wide range of speeds and the advantage of the revolving motion of the diaphragm leaves. You know that it is generally conceded that a between-the-lens shutter is best suited for speed work. You know it is simple in adjustment with the working parts carefully protected from dust and injury, and corrosive effects of a salty atmosphere. You know, as we do that the Optimo is giving UNIVERSAL satisfaction and we know you are inviting confidence when you recommend the Optimo.



## Increasing Our Facilities

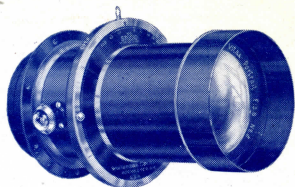


**W**E feel that our friends will be interested to know we are adding to our present plant a mammoth addition as represented by the three story structure shown at the rear in the above reproduction.

The recognized quality of Wollensak Photographic Objectives and Shutters and the much appreciated support of our dealers coupled with the recognition that our Government has given our ability to produce optical instruments of precision, has made possible this new building.

We seek opportunities to continue serving you as in the past, improving that service where our experience and your suggestions show a way toward that end.

X



## "They're Going Over"

Yes, thousands and thousands of our boys are going over and they are taking with them a picture of the "only girl", or perhaps of Mother and Dad. But they are leaving at home their own photograph—probably taken in khaki.

All this means additional business for the professional and now, as never before, he needs a lens that will produce artistic, true-to-life portraits. Because of its curved field and diffusing attachment, the Vitax F:3.8 lends itself admirably to all kinds of studio work. And for photographing the kiddies—durn 'em they won't sit still—the Vitax is supreme by reason of its speed. Built on a modification of the Petzval formula, the Vitax produces beautiful "stereoscopic" or "standing out" effects so desirable in portraiture.

ARE YOU DEALERS taking advantage of the existing conditions? Many of your professional customers are patriotically turning over to the government their speedier anastigmats, and buying lenses particularly adapted to strictly studio work. Now is the time to strike—and strike hard. They are all doing a profitable and rushing business, and can well afford the best in a studio lens. The Vitax is being used in a vast number of leading studios. You can place it in others and we will help.



## On Team Work

A prospective buyer enters your store and states: "I'm interested in purchasing a rapid anastigmat lens. What have you in this line?"

You, no doubt, display one of our Velostigmats and explain its merits and finer corrections.

But your customer procrastinates. He is interested; virtually, he is SOLD but he leaves your store with the remark, "I'll probably drop in at some later date when I am ready to buy."

Of course, he MAY come back. By careful handling, he certainly WILL come back. Unless you effect a sale at once, by all means learn his name, address and whether he is an amateur or professional. THEN, fill out one of our Request Slips—we will supply as many of them as you can use—and mail it to us at once. You can rely on our working like Sam Hill to help you close the deal. Such co-operative Team Work is an inestimable aid.

Remember—if YOUR prospect is on the fence—he should get off on YOUR side.

## Testimonials

Rapid City, S. Dak., Dec. 20, 1917  
Wollensak Optical Company,  
Rochester, N. Y.

My dear Sirs:

Your letter received today. I am too busy to stop to write any one. Am just jumping sideways and all tired out, but I want to say in regard to the Verito Lens you so kindly sent me on trial that I have found it guilty and am giving it a Life Term in my studio. It's a wonderful lens. Of course it takes time to find some things out about a lens.

I have had quite a pleasure making an extra negative or two of my regular work, and say, I was not ready to make the diffused photos but I have made quite a few orders already, so the lens must be O. K.

I will write you more fully when I have time as I believe I want some other lenses of yours.

Yours truly

W. J. Collins,  
615 Sixth Street

Wollensak Optical Co.,  
Gentlemen:

I think that I have a remarkably good Wide Angle Lens, one you made. I have used it under all sorts of conditions even against sun light and it works clean and crisp.

I am,

Yours very truly,  
William H. Boardman

## Testimonial

Cornwall Bridge, Conn., Nov. 24, 1917

Mr. J. A. Dawes,

Wollensak Optical Co.,

Rochester, N. Y.

Dear Sir:

Your letter together with the lens and front board came today. I am very much pleased with the Series I altho as yet I have not tried it out very extensively. I wish to thank you for your kindness and interest you have taken in the transaction.

I also thank you for the booklets of Japanese Tissue and instructions for cleaning the lens and my thanks are due to both you and the Company for fitting my shutter to the front board.

I can understand now, after having dealt with you, why the Wollensak Optical Company enjoys an enviable reputation and, with best wishes for its continued success,

Very truly yours,

K. F. Chamberlain

---

Lots of men who have an aim in life lack ambition.

---

Pull may land the job, but push helps keep it.

---

Some people are so busy criticising creeds that they have no time left for practical religion.

## Carry On

If you could stand by a soldier who was just about to pass to that great beyond, and could hear him in his last breath cry to his comrades who stand by—"Carry On."—or, if you could see one detachment of men leaving the trenches as relief arrives, and hear them pass those words of encouragement to the newly arrived men "Carry On",—you would realize somewhat the earnestness with which I want to take those same two words and pass them on to you in a new sense.

As all know, the Dealers' Convention for 1918 has been called off. It was considered by your officers inadvisable to attempt a convention with transportation facilities growing worse every day for passenger travel and shipment of merchandise an impossibility. But it is the calling off of the convention coupled with many other things that add significantly to the slogan "Carry On", when applied to your business.

When Great Britain and Canada found themselves really mixed up in this war, there was a period of depression in business but very soon that disappeared and gave way to one of unprecedented activity. Photography was one phase of business that experienced a wonderful increase in volume.

Here in this country we find the same to be true. Never before was photography so profitable nor photographers so busy. Never before was the consumption of materials of quality so great or supply dealers' businesses so stable.

Never before has there been that feeling of brotherhood injected so thoroughly into all branches of our business. This colossal war has wrought wonders. The photographer in photographing the boys in khaki or the loved ones who stay at home is bound to feel a little pull at his heart string and to silently thank a great God that his profession is one that is in a peculiar way serving mankind. The dealer in serving his patrons is working patiently with manufacturers to overcome transportation difficulties and cheerfully and patriotically realizing that Government needs have first place.



## ☞ Lensology & Shutterisms ☞

And so the photographic enterprises of this land are being bound together with a strong fiber of brotherhood, service and loyalty that will last long after the war is over.

But let me sound a note of warning now that may save some anxiety later. Many predict that when the war is over, there will be such a prejudiced feeling toward anything made by our enemies that it will be years before a foreign nation other than our Allies can again obtain a foothold in this country. But let us look the thing squarely in the face. We cannot deny that we people in America are a "soon to forget" people. We do not nurse a grudge, it is not our nature. Already our President intimated that, if the German people would throw off that ungodly, bloodthirsty military rule under which their country is now held and with which nations cannot confidently negotiate peace, we would welcome Germany a free people.

I need not go into details and it is almost needless to say that many foreign products will find their way into the American market. I do not believe that our present dealers will take kindly to them but I feel that agencies will be established in this country and I urge all dealers to "Carry On" their business in such a way that a commercial, foreign invasion will have practically no effect on the trade which they have so loyally served with American Made Quality products during this unusual and trying time.

Cordially,

Manager  
Promotion of  
Trade Department



## WAR TIME OPTIMISM

There is a silent and powerful factor that has allied itself with honor and democracy in the great war against imperialism. This factor is Optimism; eternal, contagious optimism, characteristic of the English and which, thank God, has been the heritage of America. The individual and the nation that can bravely smile in spite of the horror of war and find the silver lining of the dark cloud MUST win.

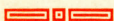
A prominent war correspondent tells of a visit to a German hospital in which were forty odd men, half of them English, the rest German. On one side of the building lay the Boches, sullen, sulky and dissatisfied; opposite, the optimistic British Tommies, cheerful—yes, smiling—in the face of the direst straits. What a picture! What a lesson for some pessimistic "killjoys"!

Come now, you fellows, pack up your troubles in your old kit bag and smile, darn you, smile. Believe in yourself; believe in your country; believe in the certainty of the triumph of right over might, and the battle is half-won.

—M. C. Williamson

X

Plenty of folks have a good aim in life—but most of 'em don't know enough to pull the trigger.



At each arrival at a new goal the Horizon of Success moves just a little ahead of us. And so we realize that success consists in traveling hopefully, but never arriving.

—*Elbert Hubbard*