

LENSOLOGY & SHUTTERISMS



MAY-1918-JUNE

WOLLENSAK OPTICAL COMPANY
ROCHESTER N.Y.



VOL.VI

No. 3.

Liberty Bonds?

War Savings Stamps?

Red Cross?

Y. M. C. A.?

Knights of
Columbus?



YES INDEED

Anything and Everything to
defeat the Hun and make our
homes our Country and the
world we live in a place of
peace and safety.

Lensology & Shutterisms

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

Vol. V.

May - 1918 - June

No. 3

Wollensak Dealers and Wollensak

You're a stockholder in this combine. The amount of "stock" you hold is in exact proportion to the amount of good will and enthusiastic co-operation you put in it. And the "dividends" are tremendous. Working together in perfect harmony as we have in the past, we have accomplished great things and all of us have "cashed in big". By continuing to work in this way and by seeking out and giving attention to those details which will make our efforts even more productive than they have been, we will boost the value of our "stock" in this combined sales and service organization work of manufacturer and dealer. And this is the little detail we have in mind now.

Whenever we, here in Rochester, receive an inquiry direct from a prospect for a specific type of lens, we write our prospect (and your prospect) emphasizing its many points of merit, send a catalogue and refer him to a

Wollensak dealer. Then we systematically follow up the inquiry, writing him at regular intervals. Meanwhile many times (and unbeknownst to us) this prospect secures one of these lenses on trial through Mr. Dealer. But we plug away endeavoring to sell him on the proposition. It looks foolish, doesn't it? Of course, he oftentimes drops us a line stating what steps he has taken in this regard, but prospects are not all made that way. Besides many procrastinate.

Now for the cure, better business and the Elysian Fields of Opulence, (whatever that is). Revised method. Just suppose that when you order a lens or ship one from your stock to our mutual prospect, you, Mr. Dealer, give us the name and address of said prospect. Do you not see that instead of continuing to send him "damphool" letters urging him to secure a lens on trial, we can write him in a more intimate way? We can make suggestions as to manipulation, in the case of a lens such as the Verito whose operation is a little out of the ordinary. We can intelligently follow up these prospects in a way that will help you in clinching the sale.

What do you say? Can we count on you to consider this very seriously and—do your bit?

Vesta



What a wonderful thing business would be if we seized every opportunity that presented itself.

The demands being made for portrait lenses of both the more and less expensive types at this time indicate opportunities galore for dealers to do some good and profitable work.

Next to the Vitax as a strictly first class studio objective comes the Vesta. The Vesta with an aperture of F:5 is reasonably fast and is remarkably low in price for a lens of its quality. The Vesta is serving satisfactorily in many studios, doing popular priced work.

The Vesta will satisfy your customer looking for an inexpensive yet good portrait lens.

Since the war has hit America we with Shakespeare can say: "Tell me where is fancy 'bread'?"

Hitting the Bull's Eye

A speaker at the Rochester Ad Club tells of the farmer who could shoot a rifle about as well as he could play a harp—and his chances of learning to strum a harp here or hereafter were mighty slim.

One day he took a number of his neighbors out to his barn and proudly exhibited a newly painted target with a bullet hole exactly in the center of the bull's eye. But he talked in his sleep and—his wife (as wives do) spread the astonishing news that he had fired at the barn and then painted the target around the bullet hole.

This little anecdote is allegorical of the way some men regard their business. Instead of having a definite aim in their life work and constantly endeavoring to attain this goal, they fire at random. They take a position with small regard to their fitness and temperament and try to adapt themselves to their work instead of choosing a calling for which they are adapted.

Are you painting your target around the bullet hole? What is more important *can you see* the definite objective—the bull's eye—in your work or are you in such a deep rut that you can't look over the top? Have you analyzed your field and the better results you might attain by exercising a little foresight?

The grave yard of commercial and professional might-have-beens is filled with the bones of men who could not look ahead. But the "Who's Who" records are made up of those who were blessed with vision—who could see the bull's eye and shoot straight. Let's not prepare for the grave yard but the "Who's Who" class.

How about those inquiry booklets?

Every time you pass by an opportunity to use one of these slips, you have made an entry on the debit side of the ledger.

WHAT VERITO DIFFUSING STOPS DO



You have heard much about Verito Diffusing Stops as used with the Verito for making Enlargements that are pictorial from sharp negatives. We endeavor to show you here just what the result is when using the Diffusing Stops.



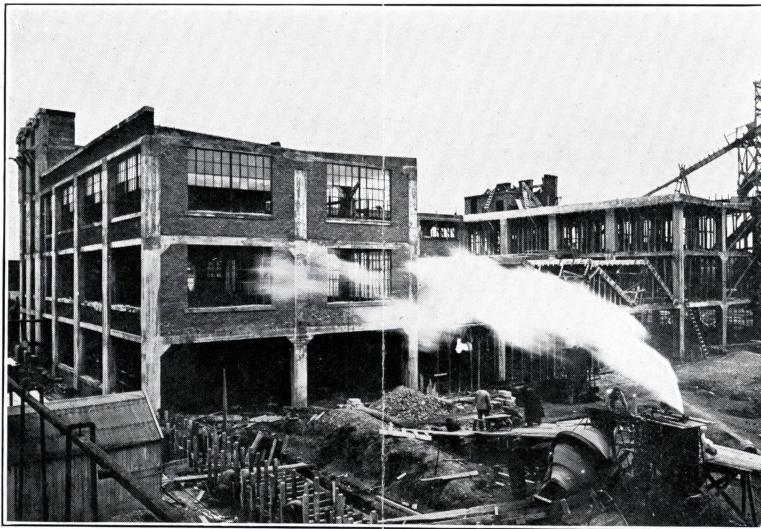
The first picture is made in the ordinary way with the lens stopped to an opening of F:32. The picture above is made with the diaphragm wide open but with the No. 1 Diffusing Stop inserted.



The third picture is with the No. 2 stop and the fourth reproduction is from an enlargement made with the No. 3 stop. You will note the different degrees of diffusion even though much is lost in reproduction.



The directions for using these stops are simple. First focus the enlargement at F:32. Then open the Verito diaphragm to its maximum F:4 and insert stop No. 1, 2 or 3 according to the softness desired and proceed to expose.



In the preceding issue of L. & S. we reproduced a picture suggestive of the appearance of our factory when the new addition is completed. Here we print a photo taken a few days ago with a Velostigmat Series III F:9.5 showing the progress being made on the addition which with its facilities will "help win the war."

Testimonials

Portland, Me., March 28, 1918.

Wollensak Optical Co.,

Rochester, N. Y.

Dear Mr. Dawes:

I had a nice letter from your Mr. Williamson while you were away March 6th and want to thank you personally and the Wollensak Optical Company for all the interest you have taken in my troubles and your great kindness and attention in making them right. As I have told you before, it is a great pleasure to have anything to do with such people as you are.

Thanking you again, I am, with kindest regards,

Yours sincerely,

Francis O. Libby

Lensology and Shutterisms is among the most interesting publications which I receive and I trust that I may be able to have this live wire booklet to study in the future.

Sincerely yours,

P. W. Teachout,

Bainbridge, N. Y.

My various Wollensak lenses are a continuous source of gratification to me and I am becoming convinced more and more every day that there is no lens in the world that can surpass a Wollensak in corrections or performance.

Joseph Maerz,

Wesleyan College Conservatory

Macon, Georgia

Ray Filters



Spring is here and the out of doors camera enthusiast goes forth in all his (or her) glory.

Landscapes, woodland scenes, the boating party and the house and garden all will be snapped.

In most cases Mr. Dealer, is responsible for the developing of the negatives and the making of pleasing prints. The success of this depends largely upon the equipment used in taking the pictures.

A Ray Filter is an absolute essential to true rendition of the tone values in the setting. Mr. Dealer, do not let a prospect leave your store unless he or she has a ray filter. It is an added assurance that your finishing will please.

Wollensak Filters give that assurance.

Preacher—"Hell is full of taxicabs, chorus girls and wine."

Voice from audience, fervently, "O death! where is thy sting?"

Camouflage

What is Camouflage? Well, we went into a swell cafe and ordered Bean Soup. The waiter brought us a plate of lustreless liquid in a gold-bordered Haviland plate. Swimming in the center of the dish, enthroned in solitary grandeur, was one lone bean.

We call that "camouflage."

Camouflage is the "sick friend" stall you hand your wife on a rainy eve when the boys are waiting for the extra hand at poker.

Camouflage is the old style gold brick that was sold to "Cy" Perkins down in Hicksville.

Camouflage is the decorative stuff that the sweet old dames use on their physiognomies when they decide to make one more stab at the matrimonial stakes.

Camouflage is the wife's winning smile when the spring styles hit Main Street and the old man is expected to shell out.

Camouflage is the wolf in sheep's clothing.

Camouflage is the song of the wily salesman without a product of merit; the praise of the flatter; the prospectus of a fake gold mine promoter.

Camouflage is the moving picture without the punch; the star without the stuff; the story without the snap.

Cogitate on Camouflage!

—The Triangle Distribution Corporation

After the War-- What?

Is it too soon for us to begin talking over prospects for after the war? Is it too soon for us to think of what might happen? I think not, for already we see signs of the commercial greed of our adversaries in this great struggle and we find them entrenching for the commercial conflict that is to come.

Now is no time for us to talk about the lack of preparedness in this country when we entered the conflict as that would not help matters and we have made super-human strides since. But it is a known fact that, were we prepared then, we should have struck the telling blow ere this.

The same principle of preparedness applies to our commercial safety as is applicable to the war situation. Our foe is beginning to see that each day the war is prolonged means a day further from the realization of a World Dominion by conquest. The dream of world power, of commercial supremacy, that it was hoped the sword would bring is vanishing. The strength of the Teutonic allies is being spent while, on the other hand, the strength of her enemies or those fighting under the banner of Justice is every increasing.

How then can Germany safeguard her industries in the face of military defeat? That today is her paramount thought at home, while her armies fight a losing fight in the fields.

She is answering that question by her customary propaganda. She is circularizing her nation with printed appeals that are akin to demands on her subjects to boycott products of her enemies.

■ Lensology & Shutterisms ■

The photographic trade comes in for particular mention. American camera manufacturers and optical industries are working to capacity to furnish Uncle Sam with essentials of warfare. Germany knows that and so has ordered that photographic goods from America be not purchased after the war. Germany knows that this company and other optical companies of America have increased their plants tremendously since the war and that after the war America is destined to be the optical center of the world. Germany knows that she is responsible for this growth of American Optical Industries and that her own greed is returning like a boomerang to smite her own industries. Germany believes that she can flaunt upon the soon-to-forget American people her wares after she has been granted "humanitarian" peace, while at home she bans our wares.

Germany is mistaken.

She will find in this nation a people who, though unwilling to nurse a grudge, will remember for some time to come the reason for all this suffering and bloodshed. And America will stand as a unit to see that, though the military powers of Germany suffer defeat, she does not by cunning and scheming accomplish that great object for which she waged this war.

Let us stand fast, therefore, and give our adversary blow for blow and let the slogan of true patriotism ring after this war as now.

"American first, America ALWAYS".



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FOR THE GOOD OLD U. S. A.

With the present trade condition, we are placed
in a position

Where the things we'd like to do, cannot be
done;

But we know by deprivation, we can help our
glorious nation

To free the world from Kultur and the Hun.

So our country's needs are heeded; Velostigmat
glass is needed

For cameras, periscopes and other things

And we keep our factory humming while our
Sammies are aguning,

And the heavens with the echo of the Yankee
war-cry rings

While we're working every day for the good
old U. S. A.,

You can bet we won't forget our dealer
friends,

We will think of you as always in the big and
in the small ways

And more promptly fill your orders, when
this mighty conflict ends.

So the shipments are delayed, sacrifices must
be made

If we wish to be victorious in this fight.

But we'll make the Kaiser holler though it takes
our every dollar

And democracy will triumph over Hohen-
zollern might.

—Milton C. Williamson
Promotion of Trade Department

The American's Creed

By WILLIAM TYLER PAGE

I BELIEVE in the United States of America as a Government of the people, by the people, for the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign states; a perfect Union, one and inseparable; established upon those principles of freedom, equality, justice, and humanity for which American patriots sacrificed their lives and fortunes.

I, therefore, believe it is my duty to my country to love it; to support its constitution; to obey its laws; respect its flag; and to defend it against all enemies.