

LENSOLOGY ^{AND} SHUTTERISMS

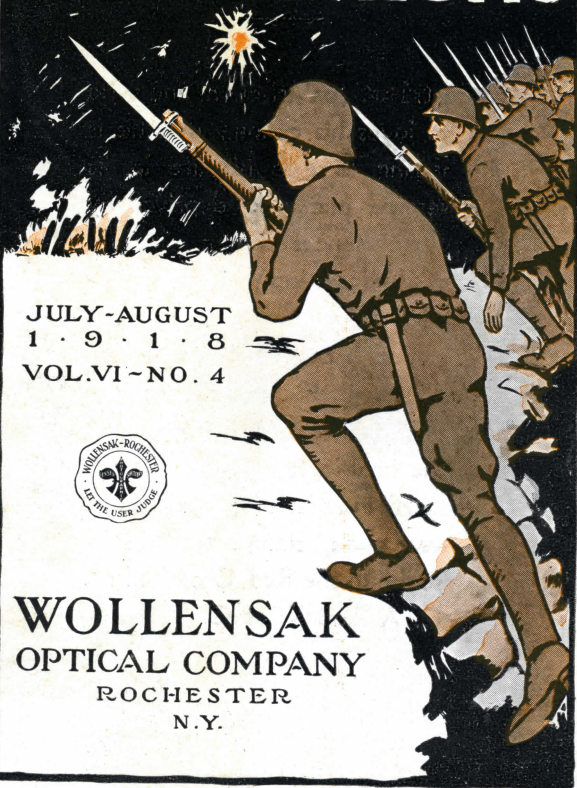
JULY-AUGUST

1 · 9 · 1 · 8

VOL. VI ~ NO. 4



WOLLENSAK
OPTICAL COMPANY
ROCHESTER
N.Y.



Webster Revised

Pa-tri-ot (pa'-tri-ot) *n.* one who so loves his country that he is willing to give his life in its service; one who, deprived by circumstances of the privilege of physically supporting his country's principles of right and justice, is nevertheless willing to fight with his pocketbook: one who will voluntarily go without the luxuries and non-essentials of life in order to buy bonds and war saving stamps and to subscribe to the Red Cross, Y. M. C. A. and K. of C.

Lensology & Shutterisms

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

Vol. VI July - 1918 - August No. 10

The Utopian Dealer

A short time ago our staff correspondent took a trip on the good ship "Imagination" to Utopia, that land described as an ideal country whose inhabitants are supposed to exist under most perfect conditions.

Of course, no land would be ideal without pictures nor could there be photos without cameras nor cameras without dealers. Thus reasoned our correspondent—we'll call him Bill for short—and so he looked around until he found a photographic dealer, Mr. I Deal by name, located on Main Street—(sure, even Utopia has a Main Street).

"I'm a reporter for Lensology and Shutterisms" announced Bill, "and I've come to interview you."

"My, how interesting," commented Mr. Deal.

"Yes, Mr. Deal, it will be mighty interesting for some of my friends back in America to learn how you do business. Most of them use excellent methods that have gained them a valued patronage and built up a good business but I think they would read with interest a chapter from your own experience. I have heard that you have never yet lost a customer and that every one of them is a walking advertisement of your services. How do you work it?"

"Why, man, you've hit on one of the very points yourself. 'Our service,' advertised not only by our customers but by intelligent circularizing as well.

"We think that one of our strongest mediums of service is our choice of salesmen, fellows that know not only the essentials of salesmanship—courtesy, cheerfulness, accuracy and all that—but are also able to help the customer out on his photographic problems. They can tell exactly why a panchromatic plate is superior for certain classes of work or why an anastigmat lense will give better results than an R. R."

⌘ Lensology & Shutterisms ⌘

"But, ye gods, man," interrupted Bill, "you must have to give a man with this technical knowledge a much better salary than an ordinary salesman. How can you afford it?"

"Maintenance of prices more than makes up the difference. We dealers have come to realize that price cutting almost belongs to the Stone Age of retailing. By eliminating it, we promote a more fraternal spirit among us dealers and do away with the old time antagonism. One dealer started to slash prices and we made it so hot for him that he packed up and moved to America."

"What is the general attitude existing between you and your manufacturers?" asked Bill.

"Fine. They show a commendable desire to help us in every way possible. So when we have a prospect lined up who is interested in their product, we send his name to them and they write him giving the essential points of preference in the particular equipment that interests him and what suggestions they see fit. Of course, they are in a much better position to give the talking points of their product than we are ourselves, and help us close many a sale.

"Then, too, they also give us valuable leads to follow up.

"But we appreciate that if we are to give the best service to our customers, and at the same time co-operate with our manufacturers to the best advantage, it is necessary for us to anticipate our needs, especially when production conditions are abnormal. So we do not wait until we have entirely exhausted our stock of certain items before re-ordering but go over our stock every month, or oftener, and keep a plentiful supply in stock or on order, so that we are not inconvenienced if for any reason it is impossible for them to fill our orders promptly.

"Thus by careful study of business management and by observing these points that I have suggested, we are able to obtain maximum results at a minimum cost.

"So take this message back with you to America as there is no reason why you cannot make another Utopia amongst the photographic dealers in the old United States."

⌘ Lensology & Shutterisms ⌘

The Advantage of a Convertible Lens

Series I Velostigmat

More than one focal length is very desirable for serious landscape work, and no lens is more convenient for this purpose than the convertible type of lens. In the case of a 4 x 5 lens, the doublet (6" focus) may be used for snapshots, interiors, street subjects, architectural work, portraiture, etc., while its component lenses form single lenses each having a focal length particularly suitable for pictorial landscapes. The rear lens has a focus of 10 inches, while the front lens has one of 14 inches. This makes possible the portraying of subjects which with an ordinary lens would be impossible.

Convertibility means convenience in photographic work. If the image is too small with the complete lens, one can use a single element from the same tripod location and get a larger image. The worker with a convertible lens finds the proper viewpoint and can usually select one of the elements that will give him the scale and perspective that he desires.

⌂ Lensology & Shutterisms ⌂

A convertible lens is very useful for nature work with the camera, for, in cases where one cannot approach close to an object, the longer focus will often enable one to secure a picture that would otherwise have been impossible.

The single combination of the lens should always be used behind the diaphragm of the shutter, the other combination being removed from the shutter prior to focusing. The single combination is used exactly as the double, the lens being racked forward until a distinct image is secured on the ground glass. As usually the single combination has an equivalent focal length nearly double that of the entire lens used as a doublet, it is necessary to pull the bellows forward twice the distance required when using the entire lens. The exposure to be given will be four times that required when using the doublet unless the shutter is marked (as is the case with the shutter supplied with the Series I Convertible Velostigmat F:6.3), with an extra row of figures indicating the correct relative aperture when using the single combination. In such case, the exposure at F:16, for instance, with the single combination will be the same as that at F:16 with the doublet.

⌂ Lensology & Shutterisms ⌂



Above we reproduce a photo from a Series II Velostigmat negative. This is one of L. L. Higgason's negatives. Higgason has had wonderful success with the Series II and many of his pictures have appeared in the leading magazines of the country. Higgason hails from Asheville, N. C., and at present is making some wonderful negatives with a Vitax and Verito in addition to his Series II Velostigmat.

Testimonials

From a city in far off Brazil recently invaded by the Verito:

Gentlemen:

The four Wollensak Veritos F:4 which I received recently on a trial order, have found such excellent acceptance by my trade that for this reason I give you to-day an order for a larger number of Veritos as well as the other Wollensak lenses as follows:

1	Versar	No. 2	F:6			
1	Velostigmat	Series	III	F:9.5	No. 1	
1	"	"	III	F:9.5	No. 3	
1	"	"	II	F:4.5	No. 3	
1	"	"	II	F:4.5	No. 6	
1	"	"	I	F:6.3	No. 3	
2	"	"	I	F:6.3	No. 5	
1	Verito	F:4	No. 1	with diffusing stops		
2	"	F:4	No. 3	"	"	"
1	"	F:4	No. 4	"	"	"

Yours truly,

Otto Stuck,
Rua da Poa Vesta 45A

The above letter was received by Mr. Paul Zuhlke, distributor of Wollensak lenses in South America, from one of his satisfied customers in that continent.

Decatur, Ill., April 6, 1918

Wollensak Optical Co.,

Rochester, N. Y.

Dear Sir:

I have used your Verito for several years and have been delighted with it.

H. G. Horchkiss,
950 W. Main St.,
Decatur, Ill.

Ready for Distribution

We have just received from press a quantity of circulars describing the Wollensak line of Lenses and Shutters.

There are two circulars. We reproduce on the next two pages, the front page of each when folded, but for lack of space have omitted the decorative borders that add considerably to their appearance. One circular covers the Anastigmats and amateur lenses and the other is devoted to descriptions and illustrations of our Portrait Lenses, including the Verito.

We are in a position to furnish you with as many as you can use to advantage.

Drop a card to-day and we will immediately respond by sending you the circulars requested.

HE WANTED GOOD ONES

Farm Visitor—"I'd like a few hens."

Farmer—"What kind?"

"Visitor—"Good hens. The kind that says 'Now I lay me' twice every day, if you've got 'em."



WOLLENSAK
LENSES of the
Anastigmat Type

VELOSTIGMATS
AND OTHERS



WOLLENSAK
LENSES of the
Portrait Type

VITAX
VELOSTIGMATS
AND
VERITO OTHERS



For the Speed Camera



The tremendous increase in the demand for Series II Velostigmats for Graflex and other speed cameras during the past five years has indeed been a testimonial to the superiority of the lens for speed work.

The Velostigmat F:4.5 in focal lengths of 5"-6"-6½"-7" and 8¼" in special barrel mounting for speed cameras has been found to give excellent detail with a snap and brilliancy so desirous in speed work.

Dealers have made no mistake in suggesting the Series II to the advanced amateur and the press photographer.

Have you had your share of this business?

Conventions

As we go to press, we find four more conventions slated for this year, all of them promising to be lively and profitable meetings. It has been our pleasure to cooperate with the board planning each of these conventions and we can, therefore, assure the dealers of the country and the photographers of the country through the dealers that the convention in their locality will be something they cannot afford to miss. Conventions this year are being carried on along a patriotic line and the conditions which the photographer meets to-day, owing to unusual circumstances, are those things which are to be discussed at these annual meetings of the different associations. We would urge every dealer in a locality where a convention is to be held to make a personal effort to attend. As there was no dealer convention this year, it will do you good to attend these meetings of the photographers and, inasmuch as your patrons will be in attendance, it will be wise for you to be there.

I would suggest that every stock house within the territory covered by these conventions have a desk space at the convention to serve as their headquarters where they can meet and greet their friends, and I would urge that these stock houses induce the photographers to attend these conventions as it will mean bigger and better business for the photographers and incidentally for the stock house.

In Kansas City on July 8th, the Missouri Valley Photographers' Association open their convention. All who have ever attended the Missouri Valley Convention know that this Association puts across a show that is worth while traveling across the country to attend.

⌈ Lensology & Shutterisms ⌋

The program this year is, if anything, more attractive than it has ever been.

Shortly after that Convention, over at Cedar Point, Ohio, the Ohio-Michigan-Indiana Association will have their annual get together. The ideal location of this meeting affords one an opportunity for a short vacation and a good business experience. We have seen the program for the Cedar Point meeting and can assure you that nothing has been left undone to make it a rousing get together that will prove inspirational and profitable to all who attend.

A little while after this convention is held, another meeting will be called by the Texas Association at Ft. Worth on August 6th. Letters we have had from the officers of that Association cause us to say without hesitation that it will be one of the finest shows the Texas bunch has ever put across. No photographer in Texas, no matter how busy he may be, can afford to miss the Ft. Worth meeting.

Then the last convention of the year will be up in Springfield, Mass. A short while ago, we had the pleasure of sitting with the New England Board and more recently consulting with the President and Secretary of that Association on another occasion, and we know that the New England Convention this year at Springfield, Mass., is going to eclipse the New England Convention of the past few years by a good, big margin. This is no reflection on the past conventions held in New England, but is a tribute to the untiring efforts put forth by the present Board to see that the unusual current needs of the photographers of that section are catered to at their Annual Meeting this year.

We are laying our plans and living in hopes of

⌈ Lensology & Shutterisms ⌋

meeting and greeting our friends at all of these meetings. We sincerely trust that our plans will carry out as we have made them, for we feel that we can hardly afford to miss one of these meetings. Certainly the photographers in these sections can ill afford to be absent.

A Letter From Camp

Here's a letter from a young man who went into camp on the second call—soon became a Corporal and is now a Sergeant. He writes to his dad :

"Sergeant Kelly is back on the job. You remember I wrote you about Kelly. He's the chap who advanced rapidly and was demoted because he went off and hit the booze. He complained bitterly of the Captain—felt he was too severe. Of course, I felt that way about the Captain, too, when I was in the ranks. He certainly did make us stand around. We used to call him 'old scissors face.' Well, we've just had a bunch of new rookies come in, and yesterday Kelly and I each took a squad out to drill. We took them out again to-day. When we got them back, Kelly said: "Sergeant, I've changed my mind about 'Old Scissors Face.' He's a great officer. If you and I were as darned stupid when we started in as that bunch of rookies I've had out to-day, I'm surprised he didn't put us in the guard house and keep us there. I'm going to cultivate the scissors look myself, then perhaps the boys will some day feel about me as I now feel about the Captain."

"It's a great feeling, Dad, this knowing that you've learned something—even after you felt you knew all there was to know.

"Kelly's got the light and I hope I have. We're both working hard so that when we go across and earn a shoulder bar we'll be worth a second one when it comes along.

"There's one thing this training has taught me: You've got to be a good Corporal before you can be a good Sergeant, and you've got to be twice as good a Sergeant as you were a Corporal before you're ready for a commission."

It seems to me there's quite a good lesson in this letter for us fellows in business. How many of us look upon the Boss as an old scissors face when as a matter of fact his soul is hourly tried by our asinine stupidity. And because, like the rookie, we do not realize that a man must be a good private before he gets his stripes and a good non-com before he can get his commission, we keep on doing it our way instead of trying to do it as we're told.

We shall win the war if the Germans will please stick to the group photograph way of fighting.

You cannot dream yourself into a character. You must hammer and forge yourself one.

A woman is as old as she looks, and a man does not get old till he stops looking.

The world wants men who are thorough. We have so many starters and so few finishers.

Thrift Eventually--- Why Not NOW?

In a recent speech, President Wilson said in part:

"To practice thrift is a virtue and brings great benefit to the individual at all times; with the desperate need of the civilized world to-day for materials and labor with which to end the war, the practice of individual thrift is a patriotic duty and a necessity."

And what is this that we call "thrift?" Is it the mere saving of money, the hoarding of our dollars, lest we spend them foolishly? No, no! Thrift is not a selfish thing, but is that which makes the world a sane place to live in. It is the spending of money wisely. It is planning carefully and managing economically our every day affairs. It is saving conservatively and consistently. It is the discontinuance of price cutting.

Thrift is a thing which the prolonging of the war will unpleasantly force upon us or a thing which we can now cheerfully accept. The call of the hour is to accept it and preclude the event of it being forced upon upon us during a time of greater National stress.

As we sit at home in the quiet of the evening with signs of prosperity all about us and we close our eyes and let our thoughts carry us across the sea to battle scarred France and Italy and other martyred nations, we can hear the call of the hour coming as a cry in the night—Save, lest we perish!

It is the call of our boys, those who have gone Over There to make the supreme sacrifice if necessary. Yes, many have made it and have passed on with the


☐ Lensology & Shutterisms ☐

challenge on their lips to Carry On. Many more have returned crippled for life. But those Over There now and those going, call out to you and to me, who have resolved to carry on this thing to Victory at any cost, to arise to the need of the hour; to stop the waste; to avoid the non-essentials; to count the quarters and to buy Thrift and War Saving Stamps.

To heed this plea is Americanism. It will eliminate the manufacture of absolute non-essentials, it will release a vast amount of labor and materials for urgent war work. It will release rolling stock and give way to the more speedy transportation of food, amunitions and supplies for our boys in Khaki.

Let us all answer the call together. Let us be honest with ourselves and with our boys and before Almighty God. Let us take an inventory of our habits. Let us blue pencil those we can cut out. Let us forget we have given from our pockets and begin giving from our hearts. Then let the importance of the whole thing grasp us so deeply that we will grit our teeth and start to-day the practicing of thrift and the buying of Thrift and War Savings Stamps.



 HE day returns and brings us the petty round of irritating concerns and duties.

Help us to play the man, help us to perform them with laughter and kind faces; let cheerfulness abound with industry. Give us to go blithely on our business all this day, bring us to our resting beds weary and content and undishonored, and grant us in the end the gift of sleep. Amen.

—Robert Louis Stevenson



THE man who has
plenty of sand, a
wide horizon and a
cool head is a summer re-
sort all to himself.

—*Gerber's Ink Pot.*