

# LENSOLOGY & SHUTTERISMS



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*The* WOLLENSAK OPTICAL CO.  
ROCHESTER, N.Y.

X

## Webster Revised

STAMP, *n.* A small square of gummed paper, more commonly purple in color, costing three cents that will convey three dollars worth of cheer to our boys Over There; (W.S.S.)—a small bit of paper, green in tinge, five dollars in price that has revolutionized methods in road building. THEY ARE PAVING THE WAY TO BERLIN but millions more must be bought before this road is completed.

## ☞ Lensology & Shutterisms ☞

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## Ain't She a Beauty?

That's what the kid said as he exhibited his new pocket knife. And do you know, we are tempted to



say the same thing about the DAGUERRE MEMORIAL DIAMOND MEDAL OF HONOR. The reason why we feel so concerned about this medal is because we made the lens that made the negative that made the print that won the medal.

Yes, sir! It is just another tribute to the possibility of truly and pictorially transferring what one sees to a negative through a Verito Diffused Focus Lens. This is perhaps the most costly prize to be awarded this year and it was no mean competition. No, sir, not by a darn sight. It was open to the whole civilized world (there being no entries accepted from Germany or Austria and a few other countries of the past).

But the fact that the Verito won it is what we want you to get. You remember, don't you, that it was this

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same lens that took first prize in the Ansco Loveliest Woman Contest a year or so ago and you see in leading studios wherever you go this same lens.

Well—perhaps one or two of your customers are not yet acquainted with it—what do you say if we introduce them?

You tell us who they are and we will tell them what the Verito is.

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### Those New Circulars

You know about them. We told you in the last issue of L. & S. Many of you already have a quantity of them in circulation and are feeling the effects.

Some of you (maybe you yourself) have procrastinated a bit about dropping a line and getting a supply. Today would be a good time to write—then it's done and the circulars will soon be on their way to assist you in making more lens sales.

We are waiting—how many, please?

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### A Call to the North Central Dealers to Call the North Central Photographers

Since the last issue of L. and S. went to press, the officers of the North Central Photographers' Association met and decided to hold their annual convention at St. Paul, Minn., dates Sept. 18th, 19th and 20th.

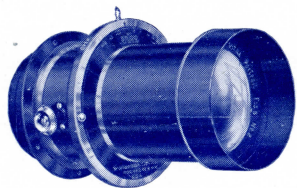
It was our privilege to be in St. Paul a short while ago and after talking with some of those who are co-operating to make this a successful convention, we think we are safe in strenuously urging the dealers in the North Central section to talk up this meeting to every last photographer with whom they do business.

Listen—We have had three conventions so far this year—Baltimore, Kansas City and Cedar Point. (The Texas convention is just about to happen.) All three have surpassed every expectation both from a standpoint of enthusiasm and attendance. St. Paul should be no exception. You and your traveling men can make it a real meeting. Will you do it?



## Versar Portrait and View

What have you been doing about the Versar? This is a peculiar lens—yes, in-



deed, and for two reasons: One, because of its versatility from which it gets its

name, and second, because of its exceptionally moderate price, which accounts for its popularity.

You have on your books right now many a man who needs a lens like the Versar. He has considered the speedy anastigmats, but the price is a little excessive and he does not need the speed enough to go the price. He is perhaps not familiar with the Versar. The field of the Versar and its price would suit him if he only knew. You can tell him. We can supply you. You profit—so do we—so does he.

Let's work together.

## Making Your Windows Sell

Of the great buying public, there are many who cannot definitely decide on a purchase until they have seen its merits repeatedly expounded in ads or heard its praises reiterated by salesmen. This type of buyer is the temperamental opposite of the impulsive chap who, the minute he sees something that strikes his fancy, says, "I want one of those," and gets it.

The greater the cost involved, the more noticeable is this tendency to fully investigate before buying, so your customer gets all the circular matter he can and carefully watches advertisements in photographic journals. With this class of prospect, the basic advertising principle of repetition plays a very strong part. He is bound to be favorably inclined toward that which has been repeatedly called to his attention in magazine ads, dealer displays and other publicity media.

Then there is the window shopper, the man interested in photography, who pauses when passing a dealer's window to see what new commodity there might be that would prove useful to him.

In order that these two classes of pros-



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pects might be handled as advantageously as possible, we thought a word on window dressing would be timely. We believe that few photographic dealers have fully realized the possibilities of this factor in merchandising.

First, how can the show window be used effectively to tie up with other general advertising in order to add to its cumulative effect? One way in which this can be accomplished is to give prominent display to the items in stock that are featured in photographic magazines. This will add considerably to the effective force of the magazine publicity and really will produce the same results as if the ads featured in the magazines had been given more space, or repeatedly published. A rather effective method of tying up with magazine publicity is to clip some of the more prominent full page ads, say two or three, such as those recently featuring our Vitax and Verito Lenses and attractively mount them on large black or grey cards with some text written thereon in white ink calling attention to the fact that you have the featured articles for sale. By hammering away repeatedly and consistently in this way, many photographers will be influenced to purchase who perhaps

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would not have been impressed by seeing a single ad.

Do all your customers know that you handle lenses and shutters as well as the more called-for photographic accessories? Many dealers selling general camera equipment do not stock photographic objectives, so if you carry these in stock, it would be by all means advisable to give them some prominence in your window, calling attention to your ability to serve in this regard.

Secondly, how can the show window be used to effect sales with the afore-mentioned window shopper? As we intimated above, this type of prospect is on the alert for new developments in the photographic field, so of course it is always advisable to give a somewhat prominent display to any photographic accessories that will expedite his work in any way whatever. Whether it be an automatic shutter tripper or a new developer that is an improvement over old formulae, here is an excellent opportunity to call attention to anything of this kind. As one would expect to find such staples as hypo, photographic papers and similar stock items for sale at a photographic dealer's, it is rather superfluous to give them much prominence in your windows. Many dealers unthinkingly use up perfectly good window space with such items as these, disregarding the greater possibilities of the methods suggested above.

Perhaps we have dealt with this subject in a rather elementary way, but we think that every dealer would find it to his advantage to ask himself, "Are my windows selling as much as they should?" and see if there is not some way in which you can increase the value of this very powerful salesman.

## War Better Than Moral Decay

Through poetic imagination, war became chivalry. The practice of arms ceased to be "a conflict of kites and crows;" it was guarded by a refined courtesy from every rude and ungenerous abuse of superior strength.

Upon this point there is much sophistry prevalent; therefore it is worth while to see how the matter really stands. A truly great man—the American Channing—has said, I remember, somewhere in his works, that if armies were dressed in a hangman's or a butcher's garb, the false glare of military enthusiasm would be destroyed, and war would be seen in its true aspect, as butchery.

It is wonderful how the generous enthusiasm of Dr. Channing has led him into such a sophism. Take away honor, and imagination, and poetry from war, and it becomes carnage. Doubtless. And take away public spirit and invisible principles from resistance to a tax, and Hampden becomes a noisy demagogue. Take away the grandeur of his cause, and Washington is a rebel, instead of the purest of patriots. Take away imagination from love, and what remains? Let a people treat with scorn the defenders of its liberties, and invest them with the symbols of degradation, and it will soon have no one to defend it. This is but a truism.

The truth is, that here, as elsewhere, poetry has reached the truth, while science and common sense have missed it. It has distinguished—as, in spite of all sophistry, men ever will distinguish—war from mere bloodshed. It has discerned the higher feelings which lie beneath its revolting features.

Carnage is terrible. The conversion of producers into destroyers is a calamity. Death, and insults to

women worse than death, and human features obliterated by shrapnel and beneath the tanks of war, and the reeking hospitals, and ruined commerce, and violated homes and broken hearts,—they are all awful. But there is something worse than death. Cowardice is worse. And the decay of enthusiasm and manliness is worse. And it is worse than death—ay, worse than a hundred thousand deaths—when a people has gravitated down into the creed that the "wealth of nations" consists not in generous hearts—"fire in each breast, and freedom on each brow"—in national virtues and primitive simplicity, and heroic endurance, and preference of duty to life; not in MEN, but in silk and cotton, and something that they call "capital".

Peace is blessed—peace arising out of charity. But peace springing out of the calculations of selfishness is not blessed. If the price to be paid for peace is this, that "wealth accumulates, and men decay," better far that every street in every town of our once noble country run red with blood.

We are at war, thank God, for a principle and we will stick to it until we have triumphed in our noble cause.

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The chap who is continually changing his job should consider the postage stamp—it sticks to one thing until it gets there.

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Idleness, once considered a menace to the individual, is now being recognized as a menace to the world.

### Sometimes We Cannot Help It

The other day a photographer was greatly disappointed because an 11x14 Series 11 Velostigmat did not arrive in time for the opening of his new studio. The dealer was also disappointed, but back of it all, we felt more badly than either photographer or dealer.

It kind of rubs the fur the wrong way to have orders piled up for large sized Series 11 Velostigmats when the production of them is so slow. But this is one time when we cannot help it. The bulk of the glass for this type of lens is needed where it will count more toward obliterating the Hun than it will in a studio. But we pause lest you mistake us. The supply is not exhausted but the supply is curtailed and, over against this, the demand has increased by leaps and bounds.

If you have a customer for a Velostigmat, Series 11,  $6\frac{1}{2} \times 8\frac{1}{2}$ ,  $8 \times 10$  or  $11 \times 14$ , who can be patient, send on his order.



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His chances of getting it are good if he is a good waiter, but if he is in a hurry, if "the Boys" are waiting for the best photographs, change his order to a No. 1, No. 2 or No. 3 Vitax Portrait Lens F:3.8. These we can supply more promptly and, Oh, man! they have the stuff—speed, sparkle, snap and atmosphere. The Vitax will make real pictures, large heads, busts and three-quarter length standing figures and, with a little stopping down, small groups.

Talk the Vitax and avoid some disappointment. When the supply of Series 11 is again near normal, we'll shout—until then, the Vitax for the man who wants a lens fairly promptly.

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IN THE RUSH OF OTHER THINGS, do not forget the little booklets of hand-made tissue that we are supplying you gratis for your customers.

A sheet from the booklet is just the thing to clean the surface of a lens or a pair of eye-glasses.

Your trade will appreciate your handing them one of these booklets. If you have no more, let us know.



## Again--The Air-Bubble

Have you heard the story of the Air-Bubble? No? Nothing in it! This hoary pun might well be applied to the complaints that are again manifesting themselves concerning air-bubbles in lenses.

Once more we wish to enlist the support of our dealers in combating the mistaken idea that these bubbles impair the accuracy of photographic objectives. As you occasionally receive complaints on this score, you can materially aid us in giving the correct facts regarding the subject.

The detail and definition is absolutely as sharp in lenses having air bubbles as in those that are perfectly clear. In the very best quality of glass that we use in our anastigmats, these bubbles frequently appear, while in our lower priced objectives they are seldom in evidence. It is commonly known that every true diamond has a flaw, but who would think of finding fault with it as long as its brilliancy is undiminished? So in lenses, as long as they turn out brilliant results, as long as they give uniformly fine definition, as long as they measure up to our standard of perfection, why worry about a few little bubbles?

## TESTIMONIALS

Torrington, Conn., August 8, 1918.

The Wollensak Optical Co.,

Rochester, N. Y.

Gentlemen:

Would like to say that I have had a Velostigmat F. 6.3 on a No. 3A Ansco Deluxe for the past two years, and find it the best lens without exception that I have ever had the pleasure of using.

As I am interested in Wollensak Lenses, would you kindly send me your Wollensak Catalogue and Book on Verito, thanking you,

Yours very truly,

H. E. Bentley,

Manager Western Union Tel. Co.,

Torrington, Conn.

Gentlemen:

Replying to yours of the 17th inst., frankly I am delighted with the Velostigmat Lens, Series I and Optimo Shutter. The brilliancy, flat field, crisp definition and uniform illumination of the Velostigmat leaves nothing to be desired, and its fine qualities are made fully available by the high speed of the Optimo Shutter. Such a combination ought to enable the amateur to photograph nine-tenths of the subjects for which heretofore a reflecting camera was thought necessary, and the great saving in bulk and weight are no small items.

It is particularly gratifying to me as an American citizen to know that it is no longer necessary to send abroad to get the best lenses and shutters, nor even to use German patents to make them in this country.

Yours very truly,

Percy E. Budlong,

Washington, D. C.



## THE BLANKET TOSS

Ever popular sport of the boys in khaki.  
Made with the Velostigmat Series II F. 4.5  
Lens.

## Cut Behind

The other day I was looking through an old book and happened onto a short article headed "Cut Behind." It struck me so forcibly as being in line with the gospel of brotherhood I have been trying to preach through these pages that I am going to pass up my regular article for these last few pages and give you what I read:

The scene opens on a clear, crisp morning. Two boys are running to get on the back of a carriage whose wheels are spinning along the road. One of the boys with a quick spring, succeeds. The other leaps, but fails, and falls on the part of the body where it is most appropriate to fall. No sooner has he struck the ground than he shouts to the driver of the carriage, "Cut behind!"

Human nature is the same in boy as in man—all running to gain the vehicle of success. Some are spry, and gain that for which they strive. Others are slow, and tumble down; they who fall crying out against those who mount, "Cut behind!"

A political office rolls past. A multitude spring to their feet, and the race is on. Only one of all the number reaches that for which he runs. No sooner does he gain the prize, and begin to wipe the sweat from his brow, and think how grand a thing it is to ride in popular preferment, than the disappointed candidates cry out, "Incompetency! Stupidity! Fraud!" Now let the newspapers of the other political party "Cut behind!"

There is a golden chariot of wealth rolling down the street. A thousand people are trying to catch it. They run; they jostle; they tread on each other. Push, and pull, and tug. Those talk most against riches who



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cannot get them. Clear the track for the races! One of the thousand reaches the golden prize and mounts. Forthwith the air is full of cries, "Got it by fraud! Shoddy! Petroleum aristocracy! His father was a rag-picker! His mother was a washerwoman! I knew him when he blacked his own shoes! Pitch him off the back part of the golden chariot! Cut behind! cut behind!

In many eyes success is a crime. "I do not like you," said the snow-flake to the snow-bird. "Why?" said the snow-bird. "Because," said the snow-flake, "you are going UP and I am going DOWN."

We have to state that the man in the carriage, on the crisp morning, though he had a long lash-whip, with which he could have made the climbing boy yell most lustily, did not cut behind. He heard the shout in the rear, and said, "Good morning, my son. That is right; climb over and sit by me. Here are the reins; take hold and drive; was a boy myself once, and know what tickles youngsters."

Thank God, there are so many in the world that never "cut behind," but are ready to give a fellow a ride whenever he wants it. There are hundreds of people whose chief joy it is to help others on. Now it is a smile, now a good word, now ten dollars. When such a kind man has ridden to the end of the earthly road, it will be pleasant to hang up the whip with which he drove the enterprises of a lifetime, and feel that with it he never "cut behind" at those who were struggling.

Cordially,

  
Manager  
Promotion Trade  
Department.

## There Was A Man

There was a man who fancied that  
by driving good and fast  
He'd get his car across the track  
before the train came past;  
He'd miss the engine by an inch  
and make the train hands sore,  
There was a man who fancied this:  
there isn't any more.—*Selected.*

There was a man who fancied that  
he'd "pass" our good advices,  
He'd get his business o'er the top  
by sticking to cut prices;  
He'd just keep mum and play along,  
and win at last some how,  
There was a man who fancied that:  
He's out of business now.





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WAR-TIME economy demands that we use that which costs least and does the most good. Smiles cost nothing and are veritable boomerangs in the happiness and good will they spread. So use them generously as you cannot increase the supply of cheerfulness by its conservation.

—M. C. W.