

VERSAILLES



LENSOLOGY *and* SHUTTERISMS

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

January - 1919 - February

“**W**ith malice toward none;
with charity for all; with
fairness in the right, as
God gives us to see the right, let us
strive on to finish the work we are
in; to bind up the nation’s wounds;
to care for him who shall have
borne the battle, and for his
widow, and his orphan—to do all
which may achieve and cherish a
just and lasting peace among our-
selves and with all nations.”

—*Abraham Lincoln.*

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sak dealers by the Promotion of Trade Department

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J. A. Dawes



With the last issue of L. & S., we had only time for a short notice of that untimely happening that came to us as a bolt out of a clear sky—the death of Joseph A. Dawes, your ever-cheerful friend, our genial co-worker.

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It is only for us to bow to the will of Providence, although it is hard to understand why such a man as Joe Dawes, such a power for good in the world, should be taken while others whose interests are entirely self-centered are left.

All of our dealers, all of our friends in the photographic field, have come to know Mr. Dawes either through personal contact, or by correspondence. Five years ago this coming spring, he joined forces with us and in that space of time, he has gained a multitude of friends in the photographic profession by his pleasing personality.

Born in New York on November 14, 1890, Mr. Dawes was not quite twenty-eight years of age at the time of his death on the second of November. But despite his comparative youth, Mr. Dawes was well fitted for the position he held by reason of his former connections with concerns in the photographic field.

A man of unusual capabilities, he ably managed the sales, advertising and convention display of this company, as manager of the Promotion of Trade Department. In his editing of Lensology and Shutterisms, this little bi-monthly message to the trade, our dealers have found an ever-present source of inspiration, a word of fellowship, and the way to a bigger and better business.

The policies and principles of this organ-

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ization comprising every possible service to the dealer, the maintenance of a high standard of quality in our products and the endeavor to get the dealers together on a co-operative rather than a competitive basis, have all been well carried out by Mr. Dawes. But we want to assure you, dealer friends, that these principles of service, as interpreted by him, will continue to be the basis of our relations with you.

There is much we could say in praise of Joe Dawes, the man. But instead, let us see what his many friends in the photographic world have to say.

This from Abel's Photographic Weekly:

"Joe Dawes, smiling, jovial, happy Joe—dead. It seems so impossible, so unnecessary. He was young yet with every prospect of being an unusually useful member of the photographic world. As a lecturer on lens facts, he was easily the best posted and most understandable of all men who have tried to talk and teach the proper use of lenses to photographers."

Paul Lathrop of Springfield writes:

"I had the pleasure of getting intimately acquainted with Joe this summer and a more honest, upright and big-hearted fellow I never care to meet. Fond of the great out-of-doors and his fellow-man, he was one of those bright lights in this otherwise rather drab world and I cannot help but think that his going will

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leave a void not very easily filled, not only among his many friends but also among his business associates among whom he enjoyed the greatest popularity."

In the Bulletin of Photography, Frank Chambers writes:

"We've known Joe Dawes for many years and we've always found him one of nature's noblemen—one of those cheerful fellows who would give his heart if he could help to assist somebody else. His hand was always ready to help others, and we feel that in him photography has lost one of its best and most steadfast friends."

In writing of Mr. Dawes, Harry Fell of the Eastman Kodak Company says:

"I have never met a man of more promise, a splendid, clean, upright character which endeared him to all with whom he came in contact. His age was a surprise, as his well-balanced judgment led me to think of him as being older."

Smiling Joe Dawes and his gospel of optimism, may be best exemplified by this little extract from a former copy of L. & S.:

"Now Fellows go out, everyone of you and send a little sunshine into the world among your competitors in business. Because business without pleasure, business without the human side of it, business without friendship, yes without love and affection and all that, isn't worth a 'damn.'"

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With the Coming of Winter



the amateur photographer turns from the many diversions of Summer and Autumn to the "Old Reliable" of hobbies—the dark-room. The cold, long winter evenings induce him to stay at home, rig up his enlarging outfit and go over the many negatives he has made during the past months.

If he has been as wise in the selection of a lens as H. G. Cuthbert of Newark, these negatives will have the necessary snap and brilliancy to make them particularly suited for enlargement. Mr. Cuthbert, in speaking of his Vinco-Anastigmat F:6.3, says that his 5x7 enlargements from 2½ x 3½ negatives can rarely be distinguished from contact prints because of the sharp definition of the negative.

In further proof of the satisfactory results this lens renders, Mr. Cuthbert has sent us copies of a Newark newspaper, whose photography section has reproduced dozens of his enlargements. On the center spread of this issue of L. & S., pages from two different issues of this paper are shown in miniature. All of these illustrations were made from Vinco enlargements but some of the detail of the original is lost through reproduction.

Have *you*, friend dealer, made the most of the popular Vinco in your dealings with customers? There is

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many an amateur using an R. R. or S. A. Lens that you could interest in an anastigmat of this quality. There are numbers of commercial and professional photographers that might think, because of its comparative inexpensiveness, that the Vinco would not measure up to their requirements.

At the present time, we cannot supply the Series I promptly, owing to existing conditions in the glass industry. But that is no reason for passing by an opportunity for closing a sale. The Vinco will meet all the requirements of a lens such as our excellent Series I, lacking only the convertible feature.

Sparkling, snappy negatives! clean-cut definition! the Vinco *is there*.

Think it over.

"Lost Opportunities"

states the proverb, "never return." How essential it is then that we take advantage of each opportunity that comes our way and make the most of it.

It surprised us considerably to receive the following from one of our customers:

"I wrote you sometime ago about a Vitax Portrait Lens and you referred me to some dealers. I have tried two different dealers and they state they haven't the Vitax Portrait Lens in stock. Will you please refer me to some one else or will you sell me one direct?"

Of course, conforming to our usual policy, we gave

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him the names of some other dealers, who might be more alive to this opportunity to make a sale.

It is deplorable to think that a dealer would pass by a live prospect like this. Why, instead of saying "We haven't this in stock" and sending the customer away disappointed, did they not say "We are mighty sorry that we cannot let you have one from our available stock, but we will order one of these from the Wollensak Optical Company at once and forward it to you as soon as it arrives." By a word of explanation in this way, it would be an easy matter to make the customer see that it would be out of the question to carry all sizes of every lens in stock and he would go away with the impression that the dealer is anxious to be of service rather than only interested in the prospects of an immediate cash sale.

Another customer interested in buying a Verito writes:

"I tried a dealer here some time ago, but he didn't care to handle the transaction."

We know that these dealers are not typical of our representatives but just wish to call these incidents to your attention. It is possible that you may have a salesman who is turning away customers with the apathetic "Sorry—we haven't any." Such a salesman, rather than being instrumental in securing business, is really destroying the good will and future sales prospects of his employer.

VINCO

F.6.3

ANASTIGMAT



ALL OF THESE REPRODUCTIONS
IN THE PHOTOGRAVURE SECTION OF THE NEWARK SUNDAY CALL
WERE MADE FROM ENLARGEMENTS OF $2\frac{1}{4} \times 3\frac{3}{4}$ VINGO NEGATIVES.

RECONSTRUCTION

AS APPLIED TO PHOTOGRAPHIC AMERICA

"To secure the blessings of Liberty to ourselves and our posterity," our forefathers revolted against an obnoxious form of Government and established for themselves a true democracy. "To make the world safe for democracy," we have trained and sent three thousand miles across the sea, two million sturdy sons of America who have proved the deciding factor in crushing militaristic Germany.

Now the guns of war are silent but the guns of commerce are being primed for the rivalry which is sure to follow. Then will the man who has entrenched himself against competition and who has strengthened his position by increasing his equipment and facilities for doing business, win out against the fellow who failed to recognize the need for this preparation. To the photographer who is prepared for larger and better business will come these opportunities for growth.

But the immediate problems we are facing even outweigh the gravity of the need for commercial preparedness—important as this is. Demobilization plans call for the return from overseas of thirty thousand men a week. Completion and curtailment of government contracts will release thousands of men who will of necessity have to seek employment elsewhere.

How then can we help prevent a glut in

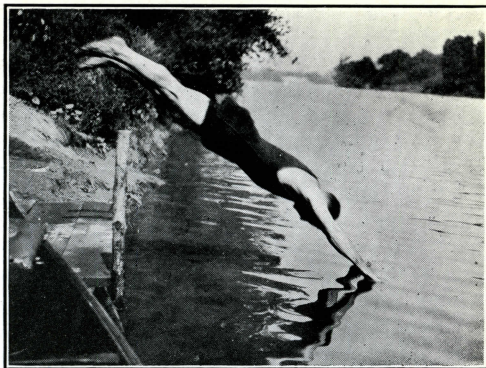
the labor market? Although the conservation of food and fuel is at present perhaps of greater importance than heretofore, we can to some extent help improve the labor situation by investigating and purchasing now the many commodities that we have put off buying either because of the manufacturer's inability to furnish or for the sake of economy. In this way we can help to prevent financial stagnation and aid the manufacturers in maintaining the war time organization and personnel that it would be so economically disastrous to disorganize. This artificial inflation of commerce is entirely warranted by present conditions.

We do not speak for ourselves alone in this, but for the hundreds of concerns—and the percentage of the total number of manufacturing plants is mighty large—who have turned over to Uncle Sam practically their entire organization. The transition from a war to a peace basis can be better accomplished if they have orders to keep them going when the war contracts slacken.

TO PHOTOGRAPHERS this situation presents an excellent opportunity to help their country industrially and at the same time elaborate on their facilities by obtaining now the many items of equipment that they have deferred buying. In this regard, we are mighty glad to be of any possible service to your customers in their lens problems, and to discuss with them the choice of a better objective.

DEALERS CAN PROFIT and promote their own ends by calling the attention of their customers to the fact that now is the time to lay their plans for bigger business so that normal conditions will find them ready. In advising thus, our dealers not only can furnish valuable counsel to those they wish to serve but can also in a small way help our nation's industries in this trying period of readjustment.

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This snapshot taken by an amateur with a Vinco Anastigmat Lens and Optimo Shutter at 1-200th of a second illustrates the rapidity of the Vinco. While by no means as fast as our Series II, this lens working at F:6.3 will take care of most speed work where the light is moderately good.

Not Equipped With An Optimo

A few weeks ago two young soldiers were moving to a camp near Washington.

"Well," said one, "when I get my first time off, I am going right up to the White House and call on the President."

"If you do, I'll take Your picture as you go in," said another.

"No, take it as I come out."

"I couldn't do that," answered the second soldier, "my camera doesn't work so fast."

—Life.

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How the User Judges

New Haven, Conn.

Wollensak Optical Co.,

Rochester, N. Y.

Gentlemen:

This will acknowledge receipt of the Vesta Portrait Lens F:5, $6\frac{1}{2} \times 8\frac{1}{2}$, $11\frac{1}{4}$ ", and Anastigmat F:6.8, 8×10 . 12" focus, recently ordered from your dealer, Harvey & Lewis, Chapel St., New Haven, Conn.

Please accept my thanks for your care in selection of the lenses. I have had splendid results in the work I have done with them.

Should you ever have occasion to refer any of your prospective customers from this section of Connecticut to me, it will be a pleasure I assure you to recommend you for absolute fairness of treatment.

Sincerely,

O. Collomb,

206 Crown St.,

New Haven, Conn.

Youngstown, Ohio, Nov., 4, 1918.

Wollensak Optical Company,

Rochester, N. Y.

Gentlemen:

The writer is using one of your Series II Velostigmats on his $3\frac{1}{4} \times 4\frac{1}{4}$ R. B. Graflex.

This lens of your make has done wonderful service under some exceptionally difficult circumstances.

Very truly yours,

John Radcliffe,

City Hall,

Youngstown, O.

"Let the User Judge"

New Years Greeting

It is with pleasure that I extend and wish you a Happy and Prosperous New Year, however, not only due to the occasion itself and the good will manifested, but a peace which came about after more than four years of anguish and suffering and with victory to the country that stands for Democracy and Liberty.

During all this period we have endeavored our utmost to serve you faithfully and expeditiously, or at least until America entered the conflict, when we naturally turned our efforts to the Stars and Stripes with the result that in practically all cases many of you were greatly inconvenienced at our service, but after explanation of conditions we have yet to say that some one let forth a murmur. The spirit with which you co-operated was noble indeed and the patience you have shown has enabled us to proceed with manufacturing at a more rapid pace, a line of optical goods so urgently needed by our boys "over there." Consequently, you can feel inwardly a sacrifice on your part for the cause of Humanity and Liberty so hard fought for.

As nothing but peace is the prevailing spirit and which was certainly welcomed with open arms, a demonstration never to

be forgotten, we lay down our tools and efforts for destruction and make just as earnest strides to place our factory on a peace basis as we did when the cry for help came, for we certainly desire to be in position before long to serve you as promptly as before.

Whatever opportunity we could grasp during the past was certainly used to the betterment and improvement of our product, because many revisions were necessary especially in the lens line due to the scarcity of optical glass, so that today we are safe to say our product is at least equal to any other and we need not depend upon foreign markets. All of this had been accomplished at tremendous cost. However, this is a secondary consideration, our main aim always being the utmost precision and best of results.

It will certainly be a pleasure, no matter how hard, to labor again under normal conditions and I know you will agree with me in this respect for ours is only one of the many lines you handle.

Although personally acquainted with many of our good friends, the dealers, I regret it is impossible to acquaint with you all personally, for my duties keep me close to the works with scarcely time to call on even my oldest acquaintances of nearby

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houses. I certainly trust our correspondence and transactions that have come up during the course of the year, have gained the impression which I desire to convey; that a feeling and relation has been created that may be pleasant to say the least, for that is the spirit and policy of each and every one of us individually.

It is gratifying indeed when glancing over reports, to note the steady growth made and the large number of new dealers appearing on the list which certainly must convince that the product is right, but I feel also that the liberal policy of this company had considerable to do with such success.

Now my friends, I look forward to at least a continuance of our pleasant relations and I certainly trust and wish that the new year may be a prosperous one for you.

Cordially,



General Manager.

Germany's colossal mistake was her failure to reckon with the human element. She underestimated the inherent love of liberty and freedom, the titanic power that spurred to resistance the heroic little kingdoms of Serbia and Belgium. Nor did she realize that the indomitable spirit of the French people, the passionate love of liberty that had thrown off the yoke of autocracy in 1782, still lived. Germany reasoned: "Unprepared England will selfishly refuse to make the sacrifice; Italy's unprotected frontier will make her afraid to oppose us; America will not fight."

In all of these, thank God, she was woefully mistaken for each of these lovers of liberty, as well as the many other nations that took up the standard of right, demonstrated that they would not permit autocracy such as hers to continue the outrages that she attempted.

—M. C. W.

A Toast for 1919

Come, fellows, a toast for 1919:

To democracy of the old-fashioned American variety

To the boys that have fought for it

To the continued prosperity of photography

To the continuance of our friendly business relations.

Dealers, we wish you a happy, healthy and prosperous New Year.

—M. C. W.

