



FOCH

Lensology Sl and Shutterisms

March-April 1919

WOLLENSAK OPTICAL COMPANY
ROCHESTER, N.Y.

V L.VII — NO 2.

That Pittsburgh Affair

The Pittsburgh boys have been on the job for weeks, planning to make the coming Middle Atlantic States Convention the "best ever," and believe us, they're going to do it. We've been through the Hotel Schenley and can assure you it's an ideal place for a convention. Then, too, March 18, 19 and 20 will bring that snappy Spring weather that will arouse your "wander-lust" and coax you away from your business.

Plan to be there, Middle Atlantic dealers, for you'll find an enjoyable time and a profitable vacation. Talk up the convention to your professional trade. Their attendance will arouse interest in new equipment and incidentally business for you.

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

Vol. VII March - 1919 - April No. 2

Do You Sell the Graflex

Reflex or any other reflecting cameras?

Have you customers using this type of camera? Then you will be vitally interested in the changes we have made in the Verito Soft Focus Lens to make it fit all types of reflecting Cameras.

The VERITO for the GRAFLEX! How does that strike you? Do you see the field of opportunity thrown open to Graflex enthusiasts and to you as dealers?

For some time we have noticed a marked demand for a pictorial lens among Graflex users, and we were obliged to write them that the Verito would well take care of their requirements, the only drawback being that it had to be unscrewed from the front-board before the camera was closed, because of the length of the lens. But they bought 'em anyway.

Recognizing the possibilities of the Verito on reflecting Cameras, we made some modifications in its construction, moving the flange nearer to the diaphragm, so making it possible to shut the camera with the lens in place. We might say in passing, that practically every dealer we have told of



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this change recognized its significance and ordered Veritos for the most popular types of Graflex cameras.

Wherever possible, when ordering, kindly specify the camera that the lens is to be used with, to insure your getting the proper focal length.

We suggest that you preserve the following table, as it briefly shows the proper size Verito for every modern Graflex :

Type of Graflex	No. of Verito
1A Autographic	No. A
3A Autographic	No. O or No. B
Auto $3\frac{1}{4} \times 4\frac{1}{4}$	No. A
Auto 4×5	No. B
Auto 5×7	No. I
Auto Junior	No. A
Revolving Back Junior	No. B
Compact $3\frac{1}{2} \times 5\frac{1}{2}$	No. O or No. B
Compact 5×7	No. I
Telescopic Rev. Back $3\frac{1}{4} \times 4\frac{1}{4}$	No. B
Telescopic Rev. Back 4×5	No. O
Revolving Back Auto $3\frac{1}{2} \times 4\frac{1}{2}$	No. O
Revolving Back Auto 4×5	No. I
Press	No. I
Home Portrait	No. 2

WILL A RAY FILTER HELP?

Photographer: "And how do you want your picture taken?"

Mr. Johnsing: "Ah guess Ah'd like a light cream color best."



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S. L. GATES

By Way of Introduction

No doubt many of our dealers will recognize in the above, Mr. S. L. Gates, who has been actively engaged for many years past in selling photographic equipment. As Mr. Gates has been associated with other prominent lens manufacturers, he is unusually well versed in the requirements of the profession as pertains to lens equipment.

Mr. Gates will spend most of his time on the road in serving our dealers, and will also attend the conventions at which we exhibit. We are confident that you will find him a most agreeable sort of a man to deal with, and assure you that we will appreciate any courtesies you might extend him.



The Filthy Lucre

What misguided philosopher first applied this term to money, the only means we have of paying the rent and buying hats for the wife, gas for the flivver and needles for the "vic"? Whether it be filthy or pure, disinfected and thoroughly washed and dry-cleaned, ninety-nine per cent of us think we could make good use of a little more of it.

Your share of it, Mr. Dealer, depends on the sale of photographic supplies, ours on the sale of lenses and shutters. And, inasmuch as lens sales contribute to your profits it is as much to your interest as to ours to consider in what way we can help you secure bigger results.

As a sort of reminder to your customers that you represent a quality line of photographic lenses and shutters, you could make good use of some artistic hangers made of aluminum and handsomely printed in purple and gold. There are only a few of these signs left and it will be absolutely a case of "first come—first served."



The Versatile Velostigmat

Series II

F. 4.5.



A fully corrected anastigmat for speed photography, home portraiture and the studio. Also suitable for commercial work and copying.

Let us know your requirements so that we can tell you more about it.



Write for
Circular



Wollensak Optical Company
Rochester, N.Y.

There is another way you can excite interest in the lenses you sell, that is by intelligent use of circulars. But art work



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is expensive, and if you use merely type-set circulars, the necessary "punch" is lacking. So we offer to reprint for you either the ad reproduced opposite or the one shown in the center of this booklet. Kindly order only as many as you can use to good advantage, either on your counter or as mail enclosures.

The Verito advertisement should be of particular interest and we suggest that you circularize all your Graflex customers with this and include a copy with each Graflex Camera you sell. The Series 11 ad is reproduced in a quarter-page size, but please specify if you wish this reprinted in the full page, as run in many of the leading photographic publications.

We still have available some of the envelope size folders describing our anastigmats and another our portrait lenses. Can you use either of these?

For your convenience in ordering, we are enclosing a card to be filled in. Will you invest two cents in the stamp? We know the dividends will prove big.



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It Is YOUR Catalogue—
Will you help edit It?

We fully realize, friend dealer, that the volume of your lens sales depends on your personal efforts, but does not the effectiveness of your lens catalogue assist to this end also?

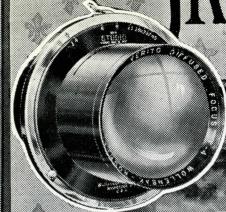
In publishing a new catalogue of Wolensak products, there are many points—possibly of the greatest importance to the dealer—that we might overlook. In order that it might reflect your attitude and ideas as well as our own, will you take five minutes time *now* to look through our old catalogue and let us know in what respects you think it could be improved? What is there in the old that could be omitted from the new without detracting from its usefulness? What could be added that would render it a greater service to photographers and dealers? What talking points on our various lenses have we not mentioned?

Think this over, and favor us with any suggestions you may have. The compiling of a catalogue is a big job—and one that makes us take a peculiar joy in kicking the cat and cussing the office boy. The work is now under way but it will probably be some weeks before it goes to press.

For your convenience we are including herewith a card. Will you help us by returning it, stating your ideas on the subject?



The VERITO Diffused Focus-F4.



For
distinctively
different portraits
and landscapes
of rare pictorial
quality.

Its construction
has recently been
altered to make it
fit all modern
GRAFLEX
Cameras.



Wollensak Optical Co. Rochester, New York.

The ad shown above will appear in twenty-five photographic journals during March to assist our dealers in their sale of the Verito. Have you read the article on page one telling about the new GRAFLEX VERITO?

BOUQUETS



Nortonville, Mass.

161 Lowell Ave.,

January 18, 1919.

Wollensak Optical Company,
Rochester, N. Y.

Gentlemen:

After receiving your kind favor of December 19th, I have further tested out the Wollensak F:6.3 Lens on the No. 3A Rexo.

I have found this Series I better than the on a No. 3A Rexo, noticeably better in covering power and definition, and as far as I can, by careful scrutiny of negatives, using a good reading glass, discern, just as good as a on a No. 3A Kodak which I have. Your lens is entirely satisfactory. In view of your letter of Dec. 19th, I thought it only fair to thus inform you.

Yours very truly,

Fred H. Daniels.

◆ “Let the User Judge” ◆

BOUQUETS

Erie, Pa.

The Wollensak Optical Co.
Rochester, N. Y.

Gentlemen:

About two months ago we received two Verito Lenses from you in the 11 x 14 size, receiving same through Mr. Neuer, our local dealer, and being very busy since, have not had the time to write and express our entire satisfaction in these Lenses. Our patrons also are more than pleased with the portraits produced, and one of the big considerations from our point of view is the easy retouching of the negatives, the time required sometimes being less by one-third than what it previously was with a portrait lens and this item at this time is a large one.

We wish you all success with this lens which is deserving of a very great sale and will be the Lens of tomorrow if not today.

Yours very truly,

Henry J. Weber,
c/o The Weber Studio,
351 E. 9th St.
104 Michigan Ave.,
Chicago, Ill.

Wollensak Optical Co.
Rochester, N. Y.

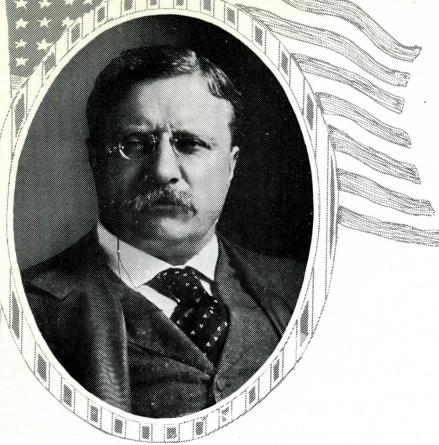
Dear Sirs:

Your lenses meet with greatest success and favor among my operators and best of all, customers seem to know and demand the Verito effect.

Cordially,
Wm. L. Koehne.

◆ “Let the User Judge” ◆

A TRIBUTE TO "T.R."
A GREAT AMERICAN
AND PATRIOT



Copyright by Harris & Ewing, "Photographers of men who make history." The Series 11 Velostigmat has proven one of their most useful tools in immortalizing national notables.

"There must be no sagging in the fight for Americanism merely because the war is over. There can be no divided allegiance. We have room for but one flag, the American flag. We have room for but one language here, and that is the English language and we have room for but one soul loyalty, and that is loyalty to the American people."

—Roosevelt's Last Message.



Concerning
OUR PROMOTION OF TRADE DEPARTMENT
You, and Myself.

There were so many items of more importance that demanded attention in the last issue of L. and S., that I had to forego the privilege of a little personal article. But I'm going to use a page or two this time to discuss our Promotion of Trade Department and your relation with it and me.

Possibly you will recall a picture of "M. C. Williamson" appearing in Lensology just a year ago. With this, was a brief word of introduction to the trade.

While I made a couple of short trips after this, our inability to keep up with our orders, and the more urgent requirements of Uncle Sam convinced us that, for the duration of the war, I could be of better service by endeavoring to speed up production on our government work, than by spending my time in trade promotion. So I have had the privilege of becoming acquainted with only a few of our dealers near home.

Just about a week prior to the memorable "Peace Day," this department, this company

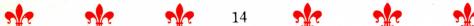


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—yes, I might say the photographic industry as a whole—lost a man of rare ability and personality in the death of J. A. Dawes. You who knew Joe Dawes personally or through the photographic press can appreciate the magnitude of the job ahead of me, when I say that I have been chosen to carry out the work that he so effectively conducted up to the time of his death.

But without the fullest measure of your co-operation, dealer friends, my efforts would be impotent. You will pardon me, I am sure, if I harp again on an old tune that we have played before our dealer audiences for years past. The music is the same but the words are slightly different. Oh, yes—and its title is "Pull all together, boys, and we'll all come out on top."

Various government agencies have been proclaiming for months past that "Food will win the war," "Fuel will win the war," "Bonds will win the war," "Ships—aeroplanes—wheat will win the war." But can we ascribe our final victory to any one of these factors? No—but without any one of them success would have been at best uncertain. Each was a wheel in the machine of



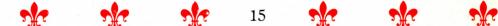
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war so meshed and inter-related that all were essential to its smooth operation.

Nor can we say that the triumph over the Boche was due to any one nation. It was only by the concerted efforts of all that victory was won.

As in warfare, so it is in commercial life and business. Success can seldom be attributed to a single element. But by pulling together, dealers and manufacturers, and by working in harmony with your competitors, your desired aims can easily be obtained.

Every year we appropriate an amount running into the thousands for the express purpose of producing sales for the dealer by means of advertising, circulars, display matter, and other dealer helps. Do you fully avail yourself of our efforts in your behalf? Inquiries resulting from our advertising come to you as a matter of course. But what about our other services? Do you refer to us your customers interested in lenses so that we can write them and help you close the sale? Do you give this little booklet its full share of attention as it regularly comes to you? We use this medium as a means of keeping our dealers informed as to new ways we devise to



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help you secure a greater volume of lens sales. In this issue for example, we call attention to aluminum hangers and reprints of ads. Can you use either?

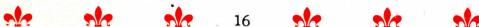
Now, friends, we do not want you to merely agree with us that the basic principles of co-operation are right. We are not theorizing for the sake of filling up white space but we feel—in fact we know—that this team work is so closely woven into the fabric of success that it cannot be over emphasized.

I appreciate fully that your interests are very much our interests and it is naturally our desire to see you grow and prosper. If there is any way at all in which I personally or as a representative of the Wollensak Optical Company can be of assistance in helping you attain this growth and prosperity, or in helping you and your customers in your lens problems, I am at your service.

Cordially yours,

McLean Wollensak

Manager
Promotion of
Trade Department



American Made
—and proud of it.

The American public can justly feel a certain antipathy to German-made products. In fact, it is their duty now—as Americans and patriots—to lend their support to home industries and not to a nation that has in the past used whatever commercial advantage they have achieved for selfish aggrandizement. Then, too, the war has so stimulated American manufacturers that lenses made in this country are the equal—if not the superior—of any of German make.

The Wollensak Optical Company, you can assure your customers, is not and never was associated with any German lens producer, and even the high-grade imported optical glass that we employ is of French origin.

So, friends, for the promotion of a bigger and better American business, be sure that the products you buy are



BEGIN NOW

to save for the new Victory Notes. Yes, the war is over, but Uncle Sam needs every idle dollar available to care for our wounded and to help in rehabilitating shattered Europe.

Patriots—when your country called for financial help, you answered. Now it is the voice of Humanity. Do not fail her.