

May-June-1919

LENSOLOGY
and
SHUTTERISMS

VOL. VII — NO. 3
WOLLENSAK OPTICAL COMPANY
ROCHESTER, N.Y.

ER

I HAVE SEEN the Spirit of America lighting the countenances of the boys returning from Overseas.

I HAVE SEEN our fighters, thousands of them, on parade in America's greatest metropolis, marching with martial and confident stride, satisfied that they had done a big job well.

I HAVE SEEN their joyous return, return to the place they call their home; to "God's Country", they will tell you, whether it be Maine, Oregon or Texas. —And "God's Country" it is, every inch of its rolling prairies, towering forests, picturesque hamlets, and bustling cities.

I HAVE SEEN these boys returning to their jobs and the big boss saying—"Sorry, Buddy, but your old position is filled. However, I have one a little better for you."

I HAVE SEEN men and women—doing their uttermost to make life just a little pleasanter and more worth while for the other fellow. Are you?

—M. C. W.

Lensology & Shutterisms

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

Vol. VII May - 1919 - June No. 3



The Seal of Lens Service

The above illustration will give you just a fair idea of the attractive appearance of a new dealer help we have just brought out, a window transparency, or decalcomania as it is technically termed, handsomely made up in purple, gold and white.

One of these attractive signs would indicate to the photographic public that you handle a quality line of lenses and shutters and will oftentimes remind your customer that there is a lens he needs to complete his equipment.

These transparencies are very simple to apply and present a beautiful appearance so if you have a place on your window or



■ Lensology & Shutterisms ■

door where this could be effectively displayed, you would find it a sales stimulating aid to your lens business.

A card will bring one of these to you so just drop us a line while the matter is fresh in your mind.



Are you one of the many whose names we have recently added to our Lensology mailing list? If so perhaps you would be interested in receiving copies of back numbers. There were several issues on which we had a surplus quantity and we are confident that you would find in these little booklets pointers that would materially aid you in selling Wollensak products. Ask for these on the same card with your request for a decalcamania.



Press Photographer:—I just caught a snapshot of the fleeing kidnappers.

City Editor:—Good. Now go out and take a time exposure of the pursuing police.



We are getting clever "by degrees"

Even if you're not a college "grad", did you ever realize that you had a degree? Surest thing, you're a Ph. D. Which, being interpreted, means photographic dealer.



■ Lensology & Shutterisms ■

The Tax on Cameras.

THE OPPORTUNITY IT PRESENTS TO THE PHOTOGRAPHIC DEALER.

On the face of it, the first impression is, "Oh, shucks! that tax is going to scare many a customer out of buying until the tax is removed." But wait a minute—there's another phase to the story.

There's a silver lining to the cloud of the 10% tax on cameras,—a real opportunity to the enterprising dealer to make this tax add to his business rather than detract from it.

Many a customer already has a camera, a good enough outfit, but equipped with a cheap lens. By having fitted a high-grade Velo-stigmat or Vinco-anastigmat, they would have as excellent an equipment as though they purchased a new camera with a better lens, and the cost would be much less. Try selling your customers on this idea and we are confident you will find the plan productive of good results.

There is no tax on photographic lenses, so, in ordering Graflex or any other style cameras, do not specify with lens, as the lens will be taxed as part of the camera when purchased with it. But when you order your cameras, be sure to get your order in to us for the necessary Velo-stigmat so you will have the lens on hand when the camera is received.

That tax isn't so bad after all, now, is it?



Gentlemen--Let Us Present Mr. Proxy

Many of our good dealer friends may accuse us of having neglected them during the year past, in not having called more often. If they do, we plead guilty, but the truth of the matter is, Uncle Sam kept us so busy that we were fearful that we would be given more business than we could handle.

Now, however, we are in a better position to serve you. With our entire plant again devoted to our regular line of photographic lenses, and with a quantity of high grade optical glass on the way from France, we are able to make more prompt deliveries than for months past.

Mr. Gates, our representative, has been able to get around to see a number of you, but your servant, the writer, has been kept pretty busy at the home office preparing your new lens catalog which, by the way, is coming along fine, despite conventions and other interruptions.

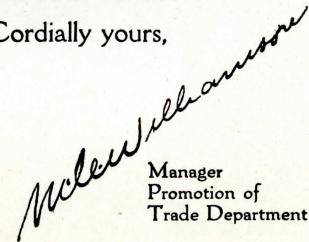
Since the territory to be covered is rather extensive, we are sending forth another emissary, Mr. Proxy by name, who, we can confidently state, will call on more dealers in a day than anyone who has represented us before.



You will find Proxy an agreeable sort of a fellow, not unpleasant to deal with, and we trust you will avail yourselves of whatever services he has to offer. Treat him, in short, as you would any other representative of this firm, and if you need any lenses for stock or order, as you no doubt do, Veritos for the Graflex and the larger sizes for studio use, Velostigmats, or any of our products, just let him know your requirements. Turn to the next page and learn more about Mr. Proxy.

While Mr. Gates, Mr. Proxy and occasionally myself, are perambulating around the map, just drop a line to Rochester, if there is any way in which the W. O. Co. can be of service.

Cordially yours,



Manager
Promotion of
Trade Department

Excited individual (rushing into hardware store):
"Quick give me a mouse trap, I want to catch a train."



SUPREME for PORTRAITURE
The Series II Velostigmat F:4.5

Almost human is the Series II in its exquisite rendering of tones in portraiture. If you are striving after life-like effects, if you wish photographs of character, this lens will prove a business-building investment.

High speed — flat field — anastigmatic correction — equipped with diffusion device — truly, can you afford to be without a Series II Velostigmat?

This lens is equally suitable in its smaller sizes for GRAFLEX and other reflecting cameras.

Let us tell you more about it.

Wollensak Optical Co.
ROCHESTER, N.Y.

HERE is shown a small reproduction of an effective full page ad used in the April photographic journals in the interest of our dealers.



THIS IS MR. PROXY

WOLLENSAK—ROCHESTER

Gentlemen:

Mr. Proxy has called on us and we are pleased to return by him this blank form on which we have listed our requirements.

Kindly send us the lenses checked below mounted in barrel or shutter (Auto, Optimo or Studio), as indicated under the heading "Mounting".

1919

Series I Velostigmat F:6.3

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
0	2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	3 $\frac{1}{2}$ in.		
1	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	5 "		
2	4 x 5	6 "		
2A	3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	6 $\frac{1}{2}$ "		
3	5 x 7	7 "		
4	6 $\frac{1}{4}$ x 8 $\frac{1}{2}$	9 $\frac{1}{2}$ "		
5	8 x 10	12 $\frac{1}{2}$ "		
6	11 x 14	16 "		

Series II Velostigmat F:4.5

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
0	2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	3 $\frac{1}{2}$ in.		
1	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	5 "		
2	4 x 5	6 "		
3	5 x 7	7 "		
4	5 x 8	8 $\frac{1}{4}$ "		
5	6 $\frac{1}{4}$ x 8 $\frac{1}{2}$	9 $\frac{1}{2}$ "		
6	8 x 10	12 "		
7	11 x 14	15 $\frac{1}{2}$ "		

Series III Velostigmat F:9.5

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
1	5 x 7	4.3 in.		
2	6 $\frac{1}{4}$ x 8 $\frac{1}{2}$	5.4 "		
3	8 x 10	6.25 "		
4	11 x 14	9 "		

Vinco—Anastigmat F:6.3

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
00	2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	3 $\frac{1}{2}$ in.		
0	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	5 $\frac{1}{4}$ "		
1	4 x 5	6 "		
1A	3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	6 $\frac{1}{4}$ "		
2	5 x 7	7 "		
3	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	9 $\frac{1}{2}$ "		
4	8 x 10	12 "		

Wire Releases: 36".....12".....6".

Bulb and Tube: Medium.....Large.....

In our recent publicity we have been pushing the Series II Velostigmat and the favorable effects of these ads on the photographic profession is evidenced by the quantity of inquiries and orders we have received for this popular studio and graflex lens.

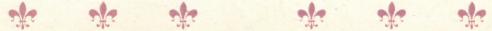
Dealers, there is a fine chance for you to better reap the benefits of our advertising by tying up your publicity with ours. To illustrate, those of you who conduct houseorgans for your trade, or periodically circularize a mailing list, can call attention to the lens that we are featuring and tell your customers that you have it in stock or can order it for them.

Many dealers are effectively using reprints of this and other ads as mail enclosures. These we are always glad to furnish.

Clip our current ad from one of the photo journals each month. Write on it "You can buy it here" or some similar slogan and paste it on the inside of your window or show case.

Repetition is a powerful element in advertising and your co-operation will oftentimes prove the means of selling a customer who is on the fence.

Help us and yourselves.



Verito Diffused Focus F:4

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
A	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	5 in.		
B	4 x 5	6 $\frac{1}{2}$ "		
0	4 x 5	7 "		
1	5 x 7	9 "		
2	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	11 $\frac{1}{2}$ "		
3	8 x 10	14 $\frac{1}{2}$ "		
4	11 x 14	18 "		

Vitax Portrait F:3.8

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
1			10 in.	
2			13 $\frac{1}{2}$ "	
3			16 "	

Vesta Portrait F:5

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
1	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	6 in.		
2	4 x 5	7 "		
3	5 x 7	10 "		
4	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	11 $\frac{1}{2}$ "		
5	8 x 10	14 "		

Versar Portrait and View F:6

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
1	4 x 5	6 $\frac{1}{2}$ in.		
2	5 x 7	8 $\frac{1}{4}$ "		
3	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	9 $\frac{1}{2}$ "		
4	8 x 10	11 $\frac{1}{2}$ "		
5	10 x 12	15 "		
6	11 x 14	16 $\frac{1}{2}$ "		
7	14 x 17	18 "		
8	17 x 20	22 $\frac{1}{2}$ "		

F:7.5 Anastigmat Lens Cells

Quantity	Number of Lens	Plate Covered	Focal Length	Mounting
	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	5 $\frac{1}{8}$ in.		
	3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	6 $\frac{5}{8}$ "		

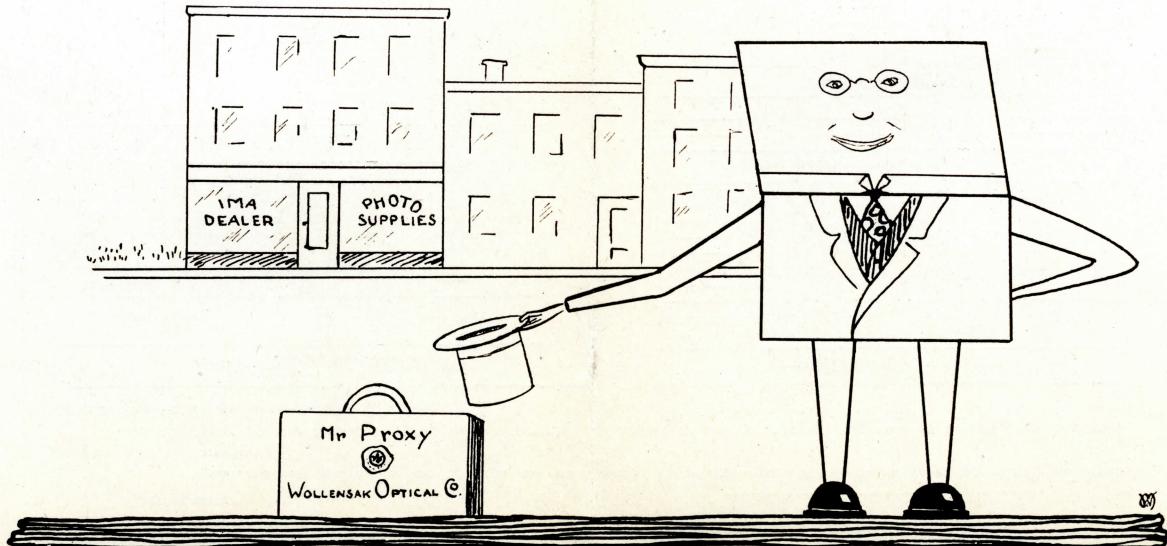
NAME

ADDRESS

(Turn down this Page)

INTRODUCING

Mr. Proxy



Prisms for Process Lenses

On page 31 of the current catalogue, mention is made of the Wollensak Process Lens—an objective for photo-engravers that has proven very satisfactory for its particular scope of work. Dealers receive comparatively few calls for lenses of this nature, but whenever you have a prospect for such equipment you can assure your customer that they will render most satisfactory service as they are made of a high quality of glass, fully corrected for chromatic and other aberrations.

Prisms are usually furnished with our Process Lenses, but the cost of these is not given in our catalogue. The following is some advance information that we will include in our next catalogue, so we suggest you save it for future reference:

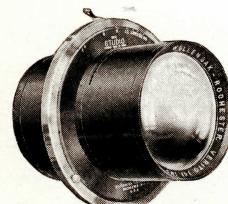
PRISMS FOR PROCESS LENSES

No. of Lens	Lens Aperture	Size of Prism	Price
1	1-11/32"	2"	\$ 50.00
2	1-21/32"	2"	50.00
3	2"	2 1/2"	55.00
4	2-5/16"	3"	75.00
5	3-3/16"	3 1/2"	100.00
6	3-13/16"	4"	125.00
		4 1/2"	150.00



Dominating the Pittsburgh Convention

THE VERITO SOFT FOCUS LENS



Living up to its past reputation, this objective was practically the "whole show" at Pittsburgh, as far as lenses were concerned.

1. The pictures capturing the Grand Prize were made with the Verito.
2. The great majority of the total number of prize-winners were made with the Verito.
3. Of the hundreds of exhibited photos, those produced by the Verito surpassed all others in number and quality.
4. The lens used by Towles and Mock in their demonstrations was the Verito.
5. And, lastly, more Veritos were purchased or ordered at the Convention than any other lens either of our own or competitive manufacture.

This was no unusual performance for this lens. In fact, the story of the Verito has been just a series of prizes, trophies, cups and medals.

We are confident that our dealers will feel with us, a sense of satisfaction at the ever-increasing popularity of the Verito, and we would like to impart to you just a fraction of our enthusiasm for the lens that has made good *despite* its comparatively low price.



PROUD AS A PEACOCK



Yes, Sir, when we get letters like these, day after day, we are not sufficiently modest to pass by the chance of letting our readers in on a few of them, so are omitting testimonials from the photographer and reproduce messages from the photographic press and our dealers.

Boston, Mass., March 28, 1919.

Wollensak Optical Co.,
Rochester, N. Y.

Gentlemen:

Not long ago you wrote saying that you were interested in learning of good pictures made with your lenses by our readers. It will therefore probably interest you to learn that we awarded six prizes in our March competition just judged, and that three of these were made with Wollensak lenses, one each Verito, Versar



and Velostigmat. These pictures will be reproduced in the May issue of American Photography.

We congratulate you on again delivering the goods.

Very truly yours,

AMERICAN PHOTOGRAPHIC PUB. CO.

March 2nd, 1919.

Mr. M. C. Williamson,
Wollensak Optical Company,
Rochester, N. Y.

Dear Mr. Williamson:

Your letter to Mr. De Cou has so impressed him with the spirit of your wonderful organization, I feel he will now be curious to try your meritorious lenses and some day become an owner of one.

Permit me to take this opportunity to thank you and Mr. Magin for your courteous reception and cordial hospitality shown upon my visit to your plant. I feel elated to think of being connected with an industry in which co-operation and good fellowship is the by-word. My knowledge of Wollensak Quality has been enhanced and I hope our sales of your products in 1919 will double those of 1918.

With best wishes to all believe me,

Cordially yours,

(Signed by the Vice-President of one of
our largest dealers)



Our Office Boy

inspired by the little article, "The Filthy Lucre," appearing in last Lensology, penned the following soulful lyric and dared us to print it. Mind you, he *dared* us to. We do so, with apologies to the poetic and aesthetic instincts of our readers. Incidentally, his name is William, and he claims he was named after the immortal Shakespeare. He was—quite a while after.

Sing a Song of Sixpence,
Of dealers that are glum,
Because, as they will tell you,
Their business is so bum.

They \$can the \$undry \$ervices
The manufacturer proffers,
And yet, despite their lack of kale,
They disregard their offers.

Oh, Save the \$kidding \$ale, my friend,
A circular will aid you,
Avail yourself of dealer helps,
And offers we have made you.

Signs and \$everal \$imilar \$tunts
We offer to our trade.
Use them a month—You'll be surprised
At the many sales they've made.

(A surprisingly large number of our dealers took advantage of our offer of circular and display matter. If you haven't done so there's still time to get on the band-wagon.—*Ed.*)



We belong to the Prosperity Club

AMERICA  FIRST

WE stand for ACTION! We believe he who hesitates is lost—that "sitting tight" means a losing fight—that the man who waits to see how things turn out will always be waiting—that prosperity is the wage of confidence.

WE fear nothing but doubt, hate nothing but idleness, dislike no one but the business man who expects to sell but won't buy.

WE demand American goods made by Americans; ask fair prices; give good value; and offer live, active service.

A belief in the above makes you a member. A distribution of that belief makes you an *active* member. Will you join us?

Wollensak Optical Co.

IT is not
doing the
thing we
like to do, 
but liking the
thing we have
to do,  that
makes life
blessed. 

—GOETHE