

LENSOLOGY & SHUTTERISMS

· VOL. VII · NO. 4 ·

July-August-1919



WOLLENSAK - OPTICAL - COMPANY
ROCHESTER, N.Y.

As True Now as in 1776

"We hold these truths to be self-evident that all men are created equal, that they are endowed by their Creator with certain inalienable rights, that among these are life, liberty and the pursuit of happiness. That to secure these rights, Governments are instituted among men, deriving their just rights from the consent of the governed, that whenever any form of Government becomes destructive of these ends, it is the right of the people to alter or abolish it and institute new Government, laying its foundation on such principles and organizing its powers in such forms as to them shall seem most likely to effect their safety and happiness."

◻ Lensology & Shutterisms ◻

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

Vol. VII July - 1919 - August No. 4



We're Going---Are You

Yes, sir! We've packed the old kit bag, bought our tickets, and are "all set" for the summer conventions when the good fellows of the photographic fraternity get together.

There are many reasons why we attend and we think that for these same reasons our many dealers, especially those within a couple of hundred miles of the places where the conventions are to be held, would find it worth while to be with us. Here are a few reasons why:

- To meet old friends and to make new.
- To hear the instructive and entertaining talks scheduled.
- To keep abreast of the times in the many

With apologies to their authors, we paraphrase in the following pages some popular advertising slogans.

☞ Lensology & Shutterisms ☞

recent photographic developments.

To help the photographer in his selection of new lens equipment.

To experience a change of scenery.

To have a part in the good times planned.

Dealers, if you can't be present, won't you at least talk up these conventions to your professional trade, showing them the advantages they will derive by attending? Tell of the live programs planned; of the prominent authorities who will speak; and the truly valuable information, ideas and inspiration they will receive.

These conventions in a very definite way make for the advancement, development and extension of photography in general. Anything that acts in this way should be fostered and aided by the dealer inasmuch as it directly reverts to his advantage.

The Pittsburgh and Dallas Conventions both proved unusually popular. But there are four more coming, which promise to be replete with enjoyment, good fellowship and instructive features. These are:

Association	Place	Date
Missouri Valley	Kansas City, Mo.	July 7-10
P. A. of A.	Cedar Point, O.	July 28, Aug. 2
New England	Springfield, Mass.	Sept. 8-11
North Central	Fort Dodge, Iowa	Oct. 1-3

Eventually, why not now? A complete lens stock.

☞ Lensology & Shutterisms ☞



Here I am Again

I am a window-transparency.

I signify quality lenses and lens service.

I am pictured right on the door where the entering customer can see me.

I was offered to you in the last issue of L. & S. and not all of you responded.

I want a place on your door, window or showcase.

I will brand your place of business as the selling agent of a popular line.

I will serve as a guide to the photographer in search of a better lens.

I will promise increased lens sales.

I want to come to help you.

A post-card will bring me.

A. De Calcomania.

Have you a little Verito in your Graflex?

⌒ Lensology & Shutterisms ⌒

AN APPRECIATION

Geo. W. Harris

When the first American press delegation journeyed to Paris for news of the peace conference, they were accompanied by Geo. W. Harris, who went with the purpose of making an original negative of every delegate to the Conference. No other photographer even attempted such a difficult feat, yet Mr. Harris made a notable success of his undertaking, despite the difficulties encountered, bringing back to this country 73 portraits, of delegates from 33 nations.

As president of Harris & Ewing of Washington, Mr. Harris needs no introduction. The Harris-Ewing Photographic News Service is known the world over, as it covers the capitol and happenings therein more adequately than any other.

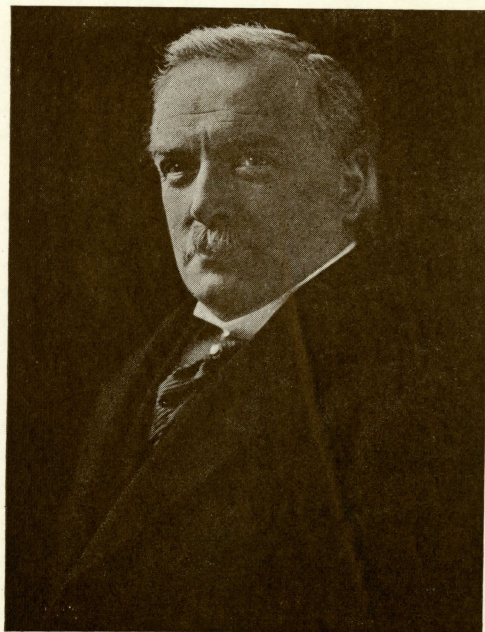
Mr. Harris is one of the best-known portrait photographers in this country---yes, in the world, as there is hardly a single notable, of national or international fame, who visits Washington without stopping at the H. & E. Studio. His albums are comprised of pictures of presidents, kings, generals, congressmen and others whose names are house-hold words.

The 73 photographs composing Mr. Harris' sensational "scoop" were all made with a 6½ x8½ Series II Velostigmat F:4.5. Wollensak

Series II Velostigmat---"Ask the man who owns one."

⌒ Lensology & Shutterisms ⌒

Lenses are used exclusively in the H. & E. Studio but of the many types employed, it seems the Series II is the most popular.



DAVID LLOYD-GEORGE
*Heading the British Delegation to the Peace Conference
Copyrighted, 1919, by Harris & Ewing*

Series I Velostigmat---"Have you tried one lately?"

☞ Lensology & Shutterisms ☞

THIS DAMSEL



pictured at the left, is worthy of note inasmuch as her photograph was not taken with a Wollensak Lens. She is the "Spirit of Summer" (such spirits not prohibited after July 1st) and was listed in a cut catalogue at 65c. Who, pray,---least of all your humble servant, could pass by such a girl at such a price?

But passing from zinc etchings to brass tacks, what does the "Spirit of Summer" mean to you photographic dealers? To us it means an enlivened interest on the part of the amateur trade. To us it means a host of inquiries as to "What lens is best for my camera?" or "What is the cost of your ray filters?"

How are you fixed, dealers, to meet the summer demands of your trade? Have you in stock the popular sizes of our ten dollar anastigmats that can be readily interchanged with the lenses on your customers' hand camera? You no doubt have the Vinco in the post card and 1a or $2\frac{1}{2} \times 4\frac{1}{4}$ sizes, as well as a stock of the various sizes of ray and differential filters. If not---better order. Or maybe you need some of the new type of Verito for pictorial work with the Graflex.

If it isn't an anastigmat, it isn't a Velostigmat.

☞ Lensology & Shutterisms ☞

When you advise us as to your requirements, mark your order "for amateur summer trade" and we will endeavor to make immediate shipment.

N. B.

"Note bene" or in United States "Please note" that this issue of Lensology comes to you in an envelope marked for the attention of the man in charge of lens sales. Tell us, Mr. Lens Man, are you receiving your copy regularly? Is everyone in your organization seeing it that should see it?

We try to convey to you in each issue of L. & S. ideas and facts to help you in the sale of not only Wollensak Lenses but your other stock items as well. So we want to make sure that all your salesmen see and read this little booklet. If desired, we will put them on our mailing list at their home address, if you will give us this on a card or in a letter. However, as L. & S. is strictly a dealer publication, we can send it only to our representatives and their employees.

Write us if you want Lensology addressed to individuals at their place of business or home.

Wollensak---Not the name of a thing, but the mark of a service.



Reproduced above is an illustration for a card folder that we have been using for several weeks in following-up inquiries concerning our lenses. A blank card is a part of this folder. This card, addressed to the dealer, serves as an order for a lens on trial. We have found by thus making it easy for the customer to order that we have been able to materially aid our dealers.

Look for this trade-mark.



It is our word of honor to the public.

COMRADES, BEWARE! A Professional Photographer's Dream In Five Parts

By GEO. GRAHAM HOLLOWAY
Terre Haute, Ind.

PART ONE.

Saint Peter's Denunciation.

That Poppy jag I had last night, certainly did seem
To be the cause of having a most unusual dream—
I thot I was in Heaven, standing at the Pearly Gate
I knocked, then knocked again, but still I had to
wait.
Finally when St. Peter came, he looked me squarely
in the face.
"What have we here? A Photographer. Huh! for you
we have no place.
We have no place in Heaven for grafters such as
you,
Cause the stuff you made while down below, up here
will never do.
You overposed, retouched too fine, you made 'em
look too young,
And when people send their fotos here, we find that
they've been stung.
Now if you persist in trying, to outwit Father Time,
Your chances sure are dying, they'll not be worth
a dime.
Your snobs down there, they send up here,
A picture of their face—
And with lots of fuss, they ask of us, to save for
them a place—
Now we're sick and tired of seeing, such awful rotten
stuff
And I am frank in saying, we've surely had enough."

PART TWO.

Gabriel's Solution.

I stood there almost speechless, didn't know what to
say,
When the gentle Angel Gabriel said, as St. Peter
turned away,
"Good St. Peter wait a moment, let me have a word
or two
This man, he seems all right, but doesn't know what
to do—
'Tis not past redemption, improvements can be made,
If we'll but just get busy, with a better foundation
laid.

Let's make of him our agent, and send him down
below
So he can tell those artists (?) to use the Verito."

PART THREE.

Opportunity Turns to Disappointment.

"Well said my Gentle Gabriel, you've surely saved
the day—
For the slight expense we'd be to, it certainly ought
to pay.
Stranger I beg your pardon for being gruff with you,
Just step inside and rest awhile, 'till I find out what
to do."
Then Gabriel whispered in my ear, "Cheer up—all
things are well.
Saint Peter wants to use you, he'll not send you
down to hell—
He wants you as our ambassador to roam around
on earth
To tell those artists (?) down there, what the
Eastman film is worth."
At that I gathered courage and swelled out in my
chest,
I told the Gentle Gabriel that I would do my best.
I asked him for the privilege to make a film or two
That I might show Saint Peter just what I could do
For a model he could pick for me some photographer
of fame,
Then I heard him gently murmur, "Now isn't that a
shame?
Comrade, I'd do my best to please you and show
you every care—
But say! You're on the wrong track. There isn't any
here."

PART FOUR.

Disappointment Turns to Grief.

After Gabriel had informed me, no photographers
were there,
My grief for them was terrible, I simply couldn't
bear
To think of myself in Heaven, by angels treated well
Whilst all my fellow craftsmen, were roasting down
in hell.
Some I knew, when down on earth, would raise an
awful smoke
And so I sobbed a sob or two and finally awoke.

PART FIVE.

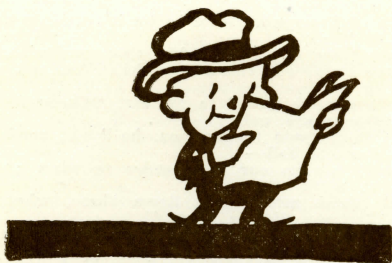
MORAL.

Dost thou seek immortality—
Dost thou hope for a pleasant fate?
Then use Verito lens and Eastman films
And thus keep up to date.

⌈ Lensology & Shutterisms ⌋

TIDINGS

From the Front Line Trenches



Bringing up the Big Guns

Chetopa, Kansas, April 12, 1919

Wollensak Optical Co.,
Rochester, N. Y.

Gentlemen:

Am using one of your Velostigmat Series II Lenses.
Am so well pleased with it would like to have you
quote your price on 8 x 10 Vitax.

Respectfully,

Jones Studio.

99-44/100% accurate---Optimo Shutter speeds.

Series II Velostigmat; the lens of no regrets.

⌈ Lensology & Shutterisms ⌋

Verito Victorious in the Missouri Sector

St. Louis, Mo., May 2, 1919

Wollensak Optical Co.,
Rochester, N. Y.

Gentlemen:

I wish to file a record of appreciation of the 18"
Verito that I bought 2 or 3 years ago, as I have certainly
made many beautiful portraits with it. Two friends
also bought at my instigation.

Yours truly,

Edwin Loker,
456 N. Newstead Ave.

A Detachment of Wollensak Products
Meets with Marked Success

FREEL STUDIO

429 Market St., Mt. Carmel, Illinois

March 21, 1919

The Wollensak Optical Co.,
1415 Clinton Ave. North,
Rochester, N. Y.

Gentlemen:

I have your Series I and Series II 8 x 10 lens and I
can recommend them highly. In fact I think they are
equal to any other lens of their type regardless of price.

I also can recommend your shutters, especially your
studio shutter, as I think it is the best on the market.
That is why I have bought yours in preference to any
others.

Yours truly

Charles Freel.

Verito---The lens that made photographers famous.

AN OPEN LETTER To Stock-House Salesman

To the many salesmen employed by the larger dealers and stock-houses---inside and on the road---I address the following message, a message vitally important to the welfare and expansion of the business of your house and to your individual success.

First, let me assume that your firm is anxious to secure the greatest possible volume of trade; that you as a salesman want to make yourself as valuable to your employer as possible. This being the case, it is up to you not only to take the order for what the photographer knows he needs, but to *sell* him items which will improve his work and increase his facilities, although he may not realize his need for them.

Mr. Gates has called my attention to the attitude of many salesmen---that they claim they "haven't time" to sell lenses. I, too, have frequently noticed this, and consider it a situation that is to some extent retarding the progress of both dealer and salesman. But read on, and when you have finished, I think you will agree with me.

To get down to bed rock, just take a pencil and paper and figure the total of the average sale of paper or plates to the professional

"Hasn't scratched yet."---Wollensak Lens cleaning tissue. Do you need any?

photographer, and the profit derived. Then take our price list, note the price of the popular sellers, such for example as an 8 x 10 Series II Velostigmat F:4.5 or Verito F:4---or a No. 3 Vitax. Which is more worth while?

"I haven't time."---Five seconds---FIVE SECONDS---is the maximum time required by the most stuttering stammerer that ever stuttered to ask, "Say, can't I send you a Wollensak Lens on trial?" Try it half a dozen times and soon you'll strike a photographer who will say "Well, now, let me see---" and inside of three minutes you can decide just which lens he needs the most.

In calling on different photographers, just casually note their lens equipment. If they haven't a soft focus lens they need a Verito. If they haven't a fast studio lens, they need an F:3.8 Vitax for child studies and bust portraits. These are merely suggestive. You will find that 50% of your trade could advantageously use additional lenses. It is only necessary to suggest the proper lens, for a trial period, and if you wish, I will send you a list of Wollensak Lenses showing in concise form the particular scope of work of each of our products.

I am not so narrow-minded that I would ask you to push Wollensak Lenses to the exclusion of all others. Other manufacturers make good lenses, and while I can confidently

Whenever you see a fleur-de-lis, think of Wollensak.

⌋ Lensology & Shutterisms ⌋

assert that our products are not surpassed in quality by similar products of other make, I nevertheless would much prefer to see you selling another manufacturer's lens, than disregarding entirely the opportunity that lens sales offers you. If you have the implicit confidence in our products that I have, you will endeavor to make the sale a Wollensak.

"I haven't time"--Fellows, are you following the easy path of "order taking" or the harder road of genuine "salesmanship"? Your customer *must* have papers, plates and chemicals but oftentimes a lens must be *sold*. Doing the hard thing is what makes for personal progress, for the development of inherent capabilities. And when your day's work is done, you have the joy of spirit and the genuine satisfaction that is ever the by-product of *accomplishment*.

Cordially yours,

McLellan Hutchinson
Manager
Promotion of
Trade Department

The merits of Wollensak products could be set forth in slogan or song, but backing every claim we make, is our policy to "Let the User Judge".

Will H. Towles
May Smith
Eugene Hutchinson
Jerome Chircosta

are four of the photographic authorities
who are to speak at the

Golden Anniversary



OF THE
Photographers' Association
of America

These four talks alone make it worth
your while to endeavor to attend
this big get together on

July 28th to August 2nd

For further particulars
see page one.

*Incidentally, each of the above celebrities
is a user of Wollensak Lenses.*

W H E N we
see the
good there is
for us to do,
we realize
what a beauti-
ful thing it is
to work  to
live  and
to be happy.

—STEVENSON