

LENSOLOGY
AND
SHUTTERISMS
VOL. VII — NO. 5



Sept.-Oct. 1919

WOLLENSAK OPTICAL COMPANY
ROCHESTER, N.Y.

Note carefully, please, the
Entire article—pages 1—5, in
Which the most essential

Changes in our photo products
And additions to our line are
Terribly presented. Will you
Also bring all these many
Little changes to the attention
Of every one of your salesmen?
Good salesmanship can

Never be attained if, in your
Organization, there is even one
Who is not entirely familiar with

Recent changes. The catalogue is
Entirely new in every respect,
Attractive in text and illustration and
Devoted to a better understanding of
Your customer's lens requirements.

Lensology & Shutterisms

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

Vol. VII September - 1919 - October No. 5

1920 CATALOGUE READY

Several Important Changes in Specifications

In preparing the new catalogue of Wollensak products, we were guided by one ideal—that it should be of as high a quality as the lenses it describes. So despite the present high cost of art work, half tones, paper, and all else that enters into the production of a catalogue, we have spared no expense in securing the best obtainable. We offer this catalogue to our dealers in the expectation that they will find it productive of a greater volume of sales and a better understanding of our various lenses.

Copies of the new catalogue are being distributed as rapidly as possible to our trade, so if you do not receive yours in a reasonable time, drop us a line. Whenever you need extra copies, for distribution to interested customers, we shall be glad to furnish as many as you can use to good advantage.

We have outlined in the following pages additions and changes in our line of pro-

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ducts. Please note them carefully as the new specifications supersede all given in previous catalogues.

Change In Numbering System

In order to avoid the confusion occasioned by different numbering systems with every lens, we have revised our designating numbers in every case so that all lenses covering the same size plate will bear the same number regardless of the style or type of lens. The following table shows the numbers applied to each size of lens:

No.	Size	No.	Size
0	$2\frac{1}{4} \times 3\frac{1}{2}$	4	$6\frac{1}{2} \times 8\frac{1}{2}$
	$1\frac{5}{8} \times 2\frac{3}{8}$	5	8×10
1	$3\frac{1}{4} \times 4\frac{1}{4}$	6	10×12
	$2\frac{1}{2} \times 4\frac{1}{4}$	7	11×14
2	4×5	8	14×17
2a	$3\frac{1}{4} \times 5\frac{1}{2}$	9	17×20
3	5×7		
3a	5×8		

What Happened to the Vinco

No, the Vinco-Anastigmat wasn't getting a square deal. Three other excellent Wollensak Anastigmats were proudly bearing the name "Velostigmat" while the Vinco was not regarded as "one of the family" although it had won a reputation for itself by consistent merit and quality. So we rechristened it, terming it the "Series IV Velostigmat F:6.3". Not so

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fast as the Series II, not convertible like the Series I, but nevertheless a VELOSTIG-MAT in results. The Series IV is F:6.3 in all its sizes whereas the largest Vincos were only F:6.8, and despite the added advantages of the new Series IV, it is lower in price than the old Vinco.

The Series V Anastigmat F:7.5

—A Newcomer

In the last catalogue we listed F:7.5 lens cells for hand cameras at a popular price. Now we offer the same lens in a much greater range of sizes from $1\frac{5}{8} \times 2\frac{1}{2}$ to 8×10 at a price no greater than that of a high grade lens of rapid rectilinear construction. Although lacking the greater speed of the Velostigmats, it will nevertheless render fine definition and answer the purpose admirably where rapidity is not essential.

Standard Lens Barrels

On page 43, table IV, ten standard sizes of lens barrels are listed. From the dimensions given, the cost of fitting one of our lenses with a barrel and iris diaphragm can be readily estimated. When the barrel is to be fitted to a lens of other manufacture, refer to table III on the same page to ascertain extra charges for fitting.

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Changes in the Verito

For greater convenience and adaptability, the focal length on two of our Veritos has been altered. The 4 x 5 and 5 x 7 sizes, formerly of 7" and 9" focus, are now 7 $\frac{1}{4}$ " and 8 $\frac{3}{4}$ " respectively. All 7 $\frac{1}{4}$ " Veritos will hereafter be slotted, ready to receive the diffusing stops. The price on this size has been slightly changed.

New Auto Shutter Replaces Regno

Because of the slight demand for the Regno, we have not included it in our new catalogue, and as soon as the present stock is exhausted, it will be discontinued. The Auto is now being made in five sizes, up to 2 $\frac{1}{4}$ " light aperture, and many improvements have been effected over the old mechanism.

Distinctive Features of New Catalogue

More halftone illustrations are shown than in any previous catalogue. These add both to the pictorial quality and sales effectiveness of the booklet.

"A Glossary of Lens Terms" is a five-page article, illustrated with diagrams, that interprets and defines in a simple manner the many lens terms that are so often confusing.

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All in all, the new publication not only gives an exhaustive description of our products and services, but is in truth "a handbook of lens information."



Introducing a new member of our organization:

The constantly increasing demand for our product necessitated an increase in the personnel of this Company in the nature of Mr. Chas. H. Brown, Jr., whom we have the pleasure of introducing to our dealers. Mr. Brown has done his bit for Uncle Sam, having been connected, until coming with us, with the Rochester District Ordnance office in charge of Government claims arising out of contract cancellations. His duties as assistant to the general management will keep him closely confined at home, so he may not have many opportunities to see you except on rare occasions. Nevertheless, call upon him just the same as you do upon any of us and you will find one who is always eager to please in the desire to retain the pleasant relations so long existing between our dealer friends and ourselves.

JOHN H. GARO

An Appreciation

Rare indeed is the "artist-photographer" who is both an artist and a photographer. Such a man, however, is Mr. Garo, who paints as truly with his photographic equipment on sensitized paper as he does with his paints and brushes on canvas.

We cannot adequately praise the work of Jack Garo, even if we had the space to do so. There is a distinctive something about his photographs that ever reflects the artistic personality of Garo himself;— perhaps an unusual lighting effect, or a picturesque interpretation of the subject, a conception of that which he is portraying that is always out of the ordinary, carefully studied in every detail, yet peculiarly unstudied in naturalness of pose and general effect.

John H. Garo justly deserves the praise and fame that are his.

For the great majority of his work, Mr. Garo employs two popular Wollensak Lenses, a 16" Vitax F:3.8 and an 18" Verito Diffused Focus F:4.



From a Verito Negative by John Garo

Overheard at our Factory Entrance

Dark hued gentleman: "An' what do yo' make in this heah factory?"

"Photographic lenses and shutters."

"Photographic lenses and shutters? Why Ah tho't yo made some kind o' socks."

The 1020
WOLLENSAK LENS
CATALOGUE
is now ready for distribution

A card
will bring a copy
of this beautifully
illustrated handbook
of *Lens Information*

WOLLENSAK OPTICAL CO.
ROCHESTER, N.Y.

Announcement of New Catalogue Appearing in the
September Photographic Magazines



We Get Them Like This Every Day

Armourville Park,
Bronxville, N. Y.

Wollensak Optical Co.,
Rochester, N. Y.

Gentlemen:

Through the success of my work I have been able to recommend your lenses to many friends and other interested people. It may interest you to know that I am using six lenses of your manufacture, all of which are giving perfect satisfaction. All my clients ask "what kind of a lens do you use?" and it is needless to say that your objectives have received considerable publicity.

Very truly yours,

A. E. Hargett

746 Euclid Avenue,
Cleveland, Ohio

My dear Mr. Williamson:

The small lens arrived in good order and is very satisfactory.

I am having great success with the Verito Lens for enlarging. The diffusion stops work fine and I am greatly pleased with it. This lens is one I have used for over a year. Your lenses are all excellent. I have four now and all are very fine.

Very truly,

Frank R. Bill

Photo Dealers Co-operate

for the repeal of the War Tax on
Photographic Products

It was a pleasure for us to receive a letter from the Photographic Dealers' Association of New York and to note the excellent way in which they are working together.

Your interests are identical with their interests, dealer friends. If the present war tax on photo goods is a trade hindrance in the metropolitan district, it is the same in your locality. If you are anxious for the repeal of this tax and if you are willing to help in an effort to secure its repeal, write your Congressman and Senator in the manner suggested in the following letter from the New York Association:

Gentlemen:

In view of the possible repeal of certain war taxes, at this session of Congress, the Photographic Dealers' Association of New York believes that if anything is done along this line, Kodaks and Cameras, as well as Plates and Films should be included.

We should like you to give this as much publicity as possible in your forthcoming trade

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circular, asking every dealer to write his Congressman and Senators urging the repeal of taxes on Cameras, etc.

We understand manufacturers of Talking Machines, Automobiles, etc. are making a concerted effort for the removal of the tax on their line.

Photographically yours,

The Lens on Trial

"What can I do to clinch the sale? How can I make sure that the lens on trial order will stay sold?" These are questions that sometimes perplex the dealer---questions for which we have found the answer.

The great majority of Wollensak Lenses sent out on trial stay sold. In the few instances in which the lenses are returned, we find that nine times out of ten they are returned not because of fault in the lens itself, but because the operator is not sufficiently familiar with it to secure the best results. Or else he expects the lens to do things that do not come within its scope of work.

In order to explain certain basic lens principles and to clearly establish in the mind of the user the purposes and manipulation of our various objectives, we have prepared instruction sheets on the Verito, Vitax and Velostigmats Series I, II, III and IV (the old Vinco.)

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By enclosing an instruction sheet with every lens sent out on trial, you will give your customer suggestions that will aid him in securing the best possible results.

It would also help to forestall dissatisfaction if you suggest to your customer that he write us upon receipt of his lens, if by any chance it does not entirely measure up to his expectations.

Your co-operation with us in this will mean more sales for us both and better satisfied customers. Will you help? Thanks, we knew you would.

Now, then, how many of each instruction sheet do you need for your lenses in stock? A card will bring the desired assortment.



In a recent issue of Photo Era, we tabulated the number of lenses mentioned in connection with photographs reproduced. This is what we found: eleven were made with Wollensak lenses; ten represented the number of all other lenses combined; in five cases, no lens was mentioned.

Are Wollensak Lenses popular? We'll say they are



A THOUGHT FOR TODAY

"When I die, place on my tombstone this epitaph: 'Here lies a man who kept around him men cleverer than himself.'

—Andrew Carnegie.

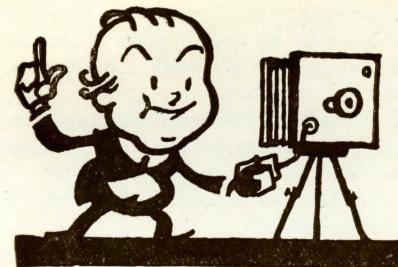
Conventions

Retrospective and Prospective

There is no better way of "feeling the pulse" of photography than by attending conventions. It has been my pleasure to be present at all held so far this year so I'm going to pass along to you some of the outstanding features, particularly as they relate to the sale of photographic lenses. By talking with the photographer and by learning his requirements facilities, capabilities, limitations and class of trade, I have obtained some ideas in regard to the popular trend of lens usage that may assist you in making recommendations to your customers.

Despite the high cost of everything in general, we have managed to keep down the cost of our lenses. Photographers are beginning to realize that a good objective is an investment rather than expense, that it pays for itself in better workmanship, greater efficiency and less spoilage of plates and papers. If you could have been with us at our booth and witnessed the earnest desire on the part of the photographers to secure the best lens obtainable, you would realize, as we realize, that the possibilities for lens sales are in truth limited only by the degree of attention that the dealer devotes to them.

Day by day, more photographers are taking advantage of the better perspective and greater



Composite photograph of Bill Towles, Wm. Shewell Ellis, Jerome Chircosta and J. L. Buckley, making their demonstrations with the Verito at the National Convention.

convenience of a longer focal length in their lenses. It is a pleasure for us to note this tendency as we have long been advocating as long a focus lens as the camera and studio will accommodate. In several instances during the conventions, we sold 18" Veritos for use on 8 x 10 plates to photographers who had been using the 14½" lens. The 16" Vitax is also being popularly employed on 8 x 10, although it will cover 11 x 14 plates. You, too, Mr. Dealer, can help the interests of better photography by preaching the doctrine of the long focus.

"What lens aroused the greatest interest and produced the best results? What lens was first in volume of sales?" The answer is

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obvious—the Verito—always pre-eminent, ever in a class by itself. Out of six demonstrations at the National Convention, the Verito was used in four.

The Series II Velostigmat F:4.5 was very much in evidence where the requirements called for a general purpose studio lens. This was the objective selected by Miss May Smith for her demonstration.

The convention year is rapidly drawing to a close, although there are two more yet to be held. The New England Association meets in Springfield, Mass. Sept. 8—11. The North Central at Fort Dodge, Iowa, Oct. 1—3. We will be represented at both of these.

We have given more enthusiastic support to the conventions than any other lens manufacturer because we know that in attending, we help the photographer, we help you and help ourselves. And I assure you, we will leave nothing undone that will prove of such mutual advantage.

Cordially yours,

Malvina W. L. Anderson
Manager
Promotion of
Trade Department

A SUCCESSFUL MAN

He pushes for more business in busy seasons, and, if customers are scarce, still pursues.

He practices strict economy and does not condescend to penuriousness.

He pays promptly and collects as he pays, rather than pay as he collects.

He is courteous in manner and appreciates the commercial value of cordiality.

He is honest, not from policy, but from principle; he considers success lacking self-approbation as failure in disguise.

He thinks first and deeply; and speaks last and concisely.

He possesses executive ability to a degree which renders him appreciative of the most valuable points in employees.

—*Backbone*

IF I can let into
some soul a
little light
If I some pathway
dark and drear can
render bright
If I to one in gloom
can show the sunny
side
Though no reward
I win  I shall
be satisfied. 