

# LENSOLOGY & SHUTTERISMS



VOL. VII. NO. 6.  
NOVEMBER  
DECEMBER  
1919

WOLLENSAK  
OPTICAL  
COMPANY  
ROCHESTER, N.Y.



## *Christmas Greeting*

May the Yule-tide bring you  
happiness, dealer friends.

May the New Year bring you  
increased prosperity and success.

May the pleasant relations that  
have been established between us  
continue, with even an increased  
measure of cordial and hearty co-  
operation.

—Wollensak Optical Co.



## Lensology & Shutterisms

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

Vol. VII November - 1919 - December No. 6

### **11 OUT OF 14.**

A reproduction is shown elsewhere in this issue of our December ad in the photographic journals. "11 out of 14" of the Salon honor winners used Wollensak lenses — that is the rather unusual accomplishment of our objectives at the National Convention last summer.



"Smashing  
Records"

We wrote to the fourteen photographers whose prints were awarded salon honors at Cedar Point and of the 11 who used our lenses, one employed two Wollensak objectives, a Vitax in making the original and a Verito in making his enlargement; another used the Verito twice, for the original negative and for the enlargement.

The responses from the three who did not use Wollensak Lenses are interesting. One said "Sorry we did not use the Verito." Another remarked, "We employed a ... lens although we are now using a Verito." So the sentiment, at least, was 13 out of 14 or 93% Wollensak.

Truly, dealer friends, what greater indication of popularity could we offer than this?

## ■ Lensology & Shutterisms ■

Repeated accomplishment is indeed a guide to the genuine merit of the product itself.

We could, if we wished, recount the many past honors won by our lenses; how they captured first and second place in the Ansco \$5,000 Contest sometime ago; how they won Grand Prize and the big majority of other awards at Pittsburgh; how they carried away the laurels at Fort Dodge; how they won the Daguerre Diamond Medal of Honor; how they have dominated practically every photographic convention in recent years.

Such accomplishments are naturally gratifying to us as manufacturers, and to you as our representatives. But let us pass them by for now, and just say that despite the fact that our lenses were never so popular as today, we shall still continue to devote every effort to making them more popular and easier for you to sell.



### SIX OF ONE

A man who was wanted by the police had been photographed in six different positions, and the pictures sent to the chief of police of a provincial town, where it was thought likely the fugitive was hiding. After the lapse of a few days the following reply reached headquarters:

"Sir: I duly received the portraits of the six miscreants whose capture is desired. I have arrested five of them, and the sixth is under observance and will be secured shortly."—Tit-Bits.

## ■ Lensology & Shutterisms ■



*A PERFECTLY WET DAY*

*(By W. Milledge White, Courtesy American Photography)*

Very often the lens salesman, in advocating to the amateur the use of a fast lens, emphasizes the fact that it will permit the photographing of rapidly moving objects, but overlooks an equally important consideration. The photo reproduced above, taken with a Series II Velostigmat F:4.5 on a Graflex Camera, illustrates the advantage of a large lens opening in making snapshots under poor lighting conditions. With an ordinary lens and the same shutter speed, this picture would have been considerably under-exposed.

## ■ Lensology & Shutterisms ■

### A New Window Poster

In the November photographic magazines, you will note that we have devoted a full page to a timely subject. The ad is entitled "When the Days are Short" and advocates the use of a fast lens for winter requirements.

Besides reprints of this ad, we also have ready for our dealers' use, a large size reproduction with a change in the text to make it appeal more particularly to the amateur trade. This is handsomely printed in two colors, size 14" x 18" and makes a mighty timely appeal if used in your window during the winter months.

Don't fail to get your copy.



This issue may be rather late for November; but you have to hand it to us—we're on the job early with the Christmas greeting.

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If you want a thing done well, take it to the busy man.—Elbert Hubbard.

N. B.—We are very busy.

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Don't be afraid of your competitor. Learn from him. If he is doing enough business to be dangerous, he is worth studying.—The Popular Storekeeper.

## ■ Lensology & Shutterisms ■

### "Subscription Renewal"

It is naturally necessary, in a booklet of this kind, to go over our mailing list from time to time, and drop from it the names of dealers and individuals who are not interested in keeping posted on new developments in the lens field.

One of the objects of the questionnaire that was distributed with the last issue was to learn who is reading Lensology, who is not. If you returned the questionnaire, pay no attention to this notice, but if you did not and want us to continue to mail you L. & S., just print your name and address on the blank lines given below, tear out the page and mail it in to us.

TEAR HERE

WOLLENSAK—Rochester.

Gentlemen:

We are interested in receiving new ideas to help us in the sale of photographic lenses, so please continue to mail us Lensology & Shutterisms. We understand that this is without obligation.

Name .....

Address .....

## DEALER SERVICE



Once again we want to call attention to the many dealer helps that are awaiting your call. The judicious use of these signs, circulars and other little publicity devices will materially aid you in promoting the sale of photographic lenses and creating new business.

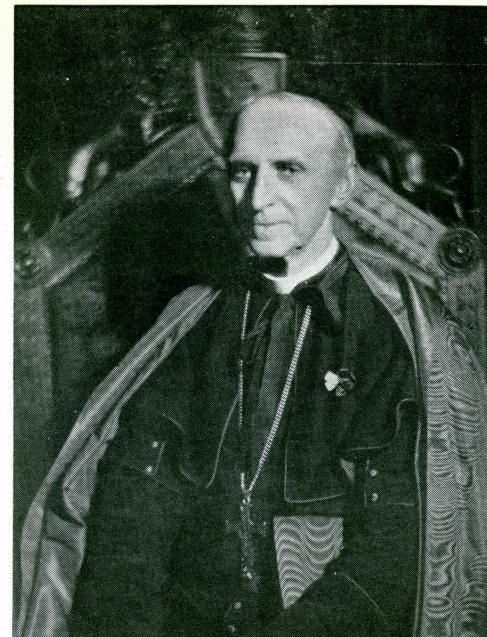
Just indicate on the following list the quantity you can use of each, print your name and address at the bottom of the page, tear it out and slip it in an envelope addressed to us.

- ..... 1920 Catalogues
- ..... Window Transparencies
- ..... Aluminum hangers
- ..... Lens cleaning tissues
- ..... Poster described on page 4
- ..... Reprints of November ad "When the days are short."
- ..... If you are interested in electros for your own advertising, check here.
- ..... Instruction sheets for lenses.

Dealer's Name.....

Street.....

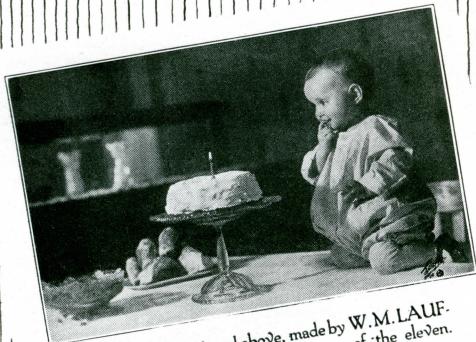
City and State.....



CARDINAL MERCIER

© Morrall-Hoole Studios

One of the shining lights of the great war was Cardinal Mercier, who, by his defiance of the Boches, gained for himself the respect and admiration of the world. The photographs made of him by the Morrall-Hoole Studio of this city are said to be the first (and to our knowledge the only) sittings secured in this country. The lens used was the 14 $\frac{1}{2}$ " focus Verito at F:8.



The photo reproduced above, made by W.M. LAUF.  
FER with a VERITO LENS, is one of the eleven.  
Of the Salon pictures—  
6 were made with the Verito F:4  
3 were made with the F:4.5 Velostigmat  
2 were made with the Vitax F:3.8  
3 ONLY were made with lenses of other make.

*A Lens  
For Every Purpose*

# 11 out of 14



of the prints awarded Salon honors at the 1919 National Convention of the P. A. of A. were made with Wollensak Lenses. A unique record, and further proof that among professionals as among amateurs, Wollensak lenses predominate.

The uniform excellence of Wollensak results is the best evidence of pre-eminence of product.

Catalog will tell you why these lenses will help you secure superior results. A card will bring a copy

**WOLLENSAK OPTICAL CO.**  
Rochester  
N.Y.

*This ad will appear in 24 photographic publications  
in December.*

## What the Questionnaire Revealed

Through the kind co-operation of hundreds of dealers who filled out the questionnaire distributed with last *Lensology*, we have been able to ascertain more definitely the kind of information that is most desired in these pages. With the information gathered from the returned questionnaires we have a good foundation upon which to work and the result will be a booklet that covers more definitely the many items of interest to the photographic dealer.

There are certain subjects to which we are going to devote much less space inasmuch as they interest only a small percentage of our trade. For example, we will only touch very briefly on convention announcements. Jokes and testimonials will form only a small part of our reading pages in the future.

But on the other hand, we are going to try to give you more of the information that you desire. We contemplate two new departments, one devoted to technical information about photographic objectives, the other to popular inquiries concerning lenses for the amateur and professional trade.

We also plan to distribute with *Lensology*, specimen photographs particularly of an amateur nature showing the kind of work our products will turn out. Besides actual photographs, halftone reproductions will appear more frequently than in the past.

It is our desire to make this little booklet of genuine interest and assistance to every one of our dealer friends so if you have any good ideas as to how we can improve its reading pages, do not hesitate to pass them long.



### ...Selling Points...

#### Series I Velostigmat F:6.3



1. Anastigmatic.
2. Good speed.
3. Flat field.
4. Excellent covering power.
5. Triple convertible, so combining three focal lengths in one lens. Virtually, three different lenses at the cost of one.

## The Editor Thanks You



On the questionnaire sent out with last Lensology appeared the question "Do you read it?".

We cannot refrain from passing along a few of the replies in answer to this query:

"Yes, and like it very much."

"I do and enjoy its pages."

"Yes, I enjoy reading it."

"Seems it would be difficult to improve."

"Yes—from cover to cover."

"You bet. I read every word."

"With pleasure."

"You know it."

"Yes, read and re-read it."

"We think this little book let is a splendid assistance to our sales department and we await its coming each issue with much interest."



## The Author Thanks You

After airing a few comments on the new catalogue, we promise to be more modest in the matter of testimonials. Following are excerpts from letters from some of our photographic friends:

"We have just received your new catalogue and must say that it is really the finest piece of work in the catalogue line that has come to our desk this year. The way it is gotten up, descriptions given, and information listed as to the possibilities of each particular lens will be of immense importance to us in handling customers as well as helping prospective purchasers with whom we cannot get in direct contact to determine just what type of lens he should buy."—A dealer's comment.

"The new Wollensak catalogue at hand this morning. Thank you. I congratulate you on having produced a most attractive booklet. The illustrations are fine and well illustrate the points referred to. The descriptions are clear, to the point and not over boastful, the glossary and tables are very convenient."—A customer's comment.

"The new Wollensak catalogue is a booklet of real value to the amateur and professional photographer and is one of the best issued by this firm. Not only is it a price list but a source of accurate technical information. The glossary of lens terms is one of the best we have seen. The numerous photographs are by workers of national repute."—A publisher's comment.

## Looking Backward 1919

As we look back over the year that is now rapidly drawing to a close, such a multitude of impressions,—vague and multifarious—come to mind, that it is indeed difficult to find expression for them.

Nineteen-nineteen will go down in history as an epoch-making year, for never in the history of the world have events of such titanic importance, so universal in their scope of influence, taken place. The League of Nations, the labor unrest, the transition of industries from war-time to peace-time products, reconstruction, and countless other problems that form the head-lines for the daily press, all give to the passing year a deep and lasting significance.

Things are happening—thick and fast. We haven't the space or the inclination to make this little article a recital of current events, except insofar as they effect you and us. For all of these problems have a personal application, if we desire to search them out.

Certain it is that conditions cannot long continue as they have been. America, like the rest of the world, has been battling with gigantic problems, but she *must* triumph over them. A solution *must* be found.

Order *must* arise out of the chaos that has surrounded us. Gradually the fear of the unknown future is fading away as we apply to it the light of sensible reasoning and sane thinking.

Now let us see in what way the year has affected you, us, and the photographic industry at large. We, like the great majority of manufacturers of photo products have been running full force, in spite of the fact that we have twice the factory capacity that we had before the war. And when we contemplate the constantly increasing volume of business being handled by ourselves and competitive and allied manufacturers we are glad,—glad for our dealers because we know all this means increased business for them; glad for ourselves because we have worked conscientiously and earnestly in an effort to make ours the thriving and growing organization it is today; glad for photography because it is finding for itself a field of even greater usefulness and service to mankind.

We entered upon the year in the expectation that within a few short months we would be caught up on orders that had accumulated during our war-time activities. We were—but by that time there was a new lot of orders, just as big, awaiting fulfillment. Altho we have been producing more lenses a day than we ever have

— Lensology & Shutterisms —

before, and altho we have increased our manufacturing and executive organization, we are still somewhat behind on our orders. However the condition is constantly improving and we expect before many months to be in a position where we can make shipment the same day the order is received.

And now as we come to the end of another year, we cannot permit this season to pass without thanking our loyal friends for the manner in which they have contributed to our success. It is our most sincere wish that we, by the aid and co-operation we have extended, have been likewise instrumental in making 1919 a prosperous year for you.

Dealer friends, we wish you a Merry Christmas.

Cordially yours,

*W. L. Wollensak*

Manager  
Promotion of  
Trade Department

*What's in a Name?*

No. 1

**Ve-lo'-stig-mat**—*n.* (L. *velox*, swift and Gr. *stigmat* a spot; *astigmat* means *without* a spot, or point of focus, therefore *stigmat* denotes the opposite, *anastigmat*) literally, a fast anastigmat; a lens that combines in its construction anastigmatic correction with distinctive Wollensak features; there are four classifications of Velostigmats: Series I, a triple convertible; Series II, a Graflex and allround studio lens of high speed; Series III, a wide-angle of unusual speed; Series IV, an inexpensive anastigmat.

“Every Velostigmat is an anastigmat *plus.*”



“Try to sell your products to yourself once in a while. Then take notes.”

