

AMATEUR NUMBER

LENSOLOGY & SHUTTERISMS



WOLLENSAK
OPTICAL COMPANY
ROCHESTER, N.Y.

Anna Wants a Job

This girl, Anna Stigmat (F:7.5) is not a very pretentious individual, but is a handy girl around the house, and willing to work for you or your customers at a moderate price. She is not as fast as her sisters Velo Stigmat F:4.5 and F:6.3, but if your customer can't afford high-priced help like the speedy Velos, Anna will prove a darn good girl to employ.

Anna wants a job. We promised her, and several other Annas, that we'd find positions for them on amateur cameras provided that you would help. Read the article on page one and learn how we are going to work this employment agency.

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No. 2

Is the Ordinary Hand Camera User a Prospect for a Lens Sale?

In these days when sales come so thick and fast, we are all more or less inclined to take the "easy-picking" and neglect the sales opportunities that require a little "digging" or extra work.

The ordinary user of a hand camera as contrasted with the "bug" or enthusiast, is only casually interested in photography. He presses the button, you do the rest. Some of his snapshots are good, some indescribably bad, but he goes merrily on, consuming yards of film and never stopping to figure out why some of his pictures are better than others.

In order to sell a prospect of this type, it is necessary to first educate him to the advantages of better lenses. The time of your salesmen is too valuable to spend in talking lenses to every customer who comes into your store, so the natural substitute is printed salesmanship. This we offer to you in the form of a little leaflet called "Better Pictures" which tells just why such lenses will produce superior results.

Printed salesmanship (or advertising) to be effective must, of course, be read. So it is

⌊ Lensology & Shutterisms ⌋



Made with a Series V Anastigmat F:7.5.

essential that this leaflet reaches your prospect when he is most likely to be interested. And when is this? When he receives his finished pictures; when he sees the crude results and unsatisfactory negatives produced by his inexpensive lens. By enclosing a copy of this leaflet with every envelope of developed film and finished prints, you will obtain 100% results from its distribution.

When, by the use of these circulars, you have succeeded in arousing your customers' interest, it is important that you have something other than the mere picture of the lens to show them. We are not advocating that you stock more lenses than you can readily dispose of, but urge at least a representative

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assortment of the most popular lenses for hand cameras. The moderate cost of a small stock such as this, would not represent much of an expense when results are considered.

Take the Series V Anastigmat as an example. The cost of this ranges from \$8.00 to \$10.00 list in cells ready to be fitted to your customer's camera. A post-card size Series IV Velostigmat F:6.3 would only cost \$28.00 in Optimo Shutter. Both of these lenses are excellent propositions for your amateur trade.

Fitting the lenses is a simple matter. It is only necessary to unscrew the R. R. Lens Cells and to screw the Anastigmat Cells into their place. The F:7.5 Cells are readily interchangeable with the R. R. Cells on all standard Ansco, Seneca and Eastman hand cameras. The F:6.3 Cells will fit most models. The only change necessary is, in some cases, a slight adjustment of the focal scale. Where this is necessary, you can do it in a few moments time, or if you wish, we will do it for you at no additional charge.

The "casually interested" button-pusher presents an uncultivated field of possibilities. Our circular matter is the "Open Sesame" to your buyers' interest. Back this up by personal salesmanship and a moderate stock of amateur lenses, then listen to the dulcet strains of the cash-register's lullaby.

7,000,000 People

You would call 7,000,000 people quite a few, wouldn't you? If you started to shake hands with them on January first working on an eight-hour day, six days a week and greeting one a second, you would reach the last man on October 9th or in 243 working days.

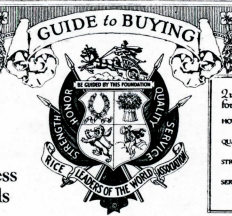
This is the number of persons that the Rice Leaders of the World Association is reaching in a newspaper campaign, extending from coast to coast. Within a period of six months, a full page ad will appear in the leading newspaper of twenty-four principal cities. These newspapers have a combined circulation of over 7,000,000 copies.

The purpose of this advertising campaign will be to educate the general public to the standards of business integrity that govern members. It will establish in the minds of readers the membership qualifications of Honor, Quality, Strength and Service.

We call attention to our membership in the Rice Leaders of the World Association as just one more reason why your customers should have every confidence in our line of products. This confidence already exists, but there is a chance for you to further capitalize on our Rice membership

This Full Page Announcement Appears in the Following Newspapers: BOSTON "POST" BUFFALO "COURIER & ENQUIRER" ROCHESTER "TRIBUNE" SYRACUSE "HERALD"

Your Business Friends



Qualifications for Membership

- HONOR
QUALITY
STRENGTH
SERVICE

Millions of people are friends of Members of this Association and have confidence in their products. You must be one of them. Among the Members of this Association you will surely find one or more of your business friends.

The confidence you have in any one Member justifies equal confidence in other Members as all adhere to the same high standards—Honor, Quality, Strength and Service.

Members of the Association and their products are identified by the Emblem shown above. You will find complete satisfaction in purchasing the varied lines of merchandise and material which they manufacture.

The Association claims no monopoly of business principles, but just the proved facts that every Member possesses the highest business character.

Read through the list of Members now and watch for additions to it. At all times the membership will constitute a dependable Guide to Buying.

THE FOLLOWING ARE MEMBERS

- ALLEN BROTHERS CO.
A. & W. COMPANY
THE PACKER BROS. CO.
THE HICKMAN CO.
THE HAZEN CO.
THE NEW YORK CO.
THE AMERICAN CO.
THE BAKERS CO.
THE SWEET CO.
THE LITTLE CO.
THE HUNTER CO.
THE WELLS CO.
THE HAYES CO.
THE KELLY CO.
THE SMITH CO.
THE BROWN CO.
THE WHITE CO.
THE GREEN CO.
THE BLACK CO.
THE RED CO.
THE BLUE CO.
THE PURPLE CO.
THE ORANGE CO.
THE YELLOW CO.
THE PINK CO.
THE GRAY CO.
THE OLIVE CO.
THE SILVER CO.
THE GOLD CO.

RICE LEADERS of the WORLD ASSOCIATION
358 FIFTH AVENUE, NEW YORK

Style of ad appearing in newspapers from coast to coast.

by using it as an additional sales argument. The recognized merit of Wollensak Products, the record of past and present performance and our policy to "Let the User Judge" combine to help you produce sales from good will.

LENS DOPE

Vitax Covering Power

In our catalogue we do not specify any particular size plate for the various Vitax Lenses because of the fact that we recommend as long a focal length as the studio will accommodate, so while the No. 4 Vitax will cover an 8 x 10 plate, the No. 5 or 16" focus will give a much more beautiful perspective and better results. Similarly, the No. 3 and No. 5 Lenses will cover $6\frac{1}{2} \times 8\frac{1}{2}$ and 11 x 14 plates respectively but prove more satisfactory on a smaller plate because of perspective as suggested above.

In order to determine what focal length will be accommodated by the studio, we published a table on page 42 of our catalogue which gives the approximate distance from lens to subject when making images of different sizes with our various objectives. Knowing the type of work that your customer will have to do, it is a simple matter to readily tell, by reference to this table, whether a certain focal length can be conveniently accommodated in his studio.

The importance of selecting a lens according to its focal length rather than the plate covered cannot be over-emphasized. Just because a 12" lens will cover an 8 x 10 plate is no reason for selecting it if the studio will just as readily accommodate a 16" lens. Photographers are quite generally recognizing the principle of perspective that is involved, and accordingly the longer focal lengths of lens are proving more popular day by day.

...Selling Points...

SERIES V ANASTIGMAT F:7.5



1. Fully corrected anastigmat,
2. Combines high quality and low price.
3. Readily fitted to hand cameras.
4. Faster than the Rapid Rectilinear.
5. Saves the cost of an expensive camera by converting an ordinary outfit into a high grade instrument.

Yes He Did

A Thrilling Drama in One (1) Act

The Pullman was pulling ponderously through Pullin, Pa. The traveling man in the wash-room was preparing to shave. His face foamed with Colgate's lather. As the train neared his town, he hastily unpacked his Gillette. Curses! No blades! But wait,—an idea. In his grip were Wollensak negatives, made with the F:7.5 Anastigmat. They were sharp,—sharp as the keenest blade. He quickly fitted one to his razor. Swish—swish—swish! And his beard was amputated, his face was clean shaven, his appearance neat. The big interview would prove a success. Wollensak saves the day. Voila! (Likewise bulla).

A VELOSTIGMAT is an Anastigmat-plus.



**RESULTS
COUNT!**

This enlargement from a Series II *VELOSTIGMAT* F:4.5 negative is an example of perfection in speed photography. Pictures made with

**WOLLENSAK
VELOSTIGMATS
F:4.5 - F:6.3**

tell the whole story of fine definition, even illumination and arrested motion.

Useful Lens and Shutter Catalog sent free on request.



Wollensak Optical Co. Rochester, N.Y.

The advertisement reproduced above will appear in the March amateur photographic publications. Use it to show your Graflex customers the advantage of the Series II Velostigmat F:4.5 for speed work.

Our April ad will feature in full page space, the fine definition of Velostigmat negatives. Watch for it.

The Question Box

Can the Verito Diffusing Stops be used with other lenses to render a softened image?

This is the question that we frequently hear from photographers who are not familiar with the character of the Verito Lens. They imagine that the diffusing stops are used to render diffusion and can be used with other lenses so securing Verito results. It is obvious to those of you who know the Verito that the diffusing stops do not render diffusion but merely control it. The diffusion is rendered because of the formula of the lens and is governed by the diaphragm when making the negative direct, or by the diffusing stops when making enlargements. This is more fully explained in the Verito instruction leaflet.

Speaking of advertising, did you get YOUR supply of the new amateur leaflet, "Better Pictures"? It is proving quite popular.

Walt Mason on Advertising

I asked eight dollars and a half for one fine polled Angus Calf, which price was not too high; I hoofed it west, I hoofed it east, endeavoring to sell the beast, but no one wished to buy. Day after day I toiled along, and bored men with the same old song. Then said a friend: "Oh, rest your feet and quit your wearing out the street, and howling by the year; spend fifty cents and advertise your sawed-off cow of pocket size, and buyers will appear." I followed up the same advice, and put my jaded feet on ice; and when the ad appeared, ten customers came to my gate; one bought the calf and paid the freight, the others bucked and reared. And thus by printing little ads, the wise men gather in the scads.

—*Walt Mason.*

By reading Mason's little rhyme, you will agree that now's the time, to advertise your wares. The circular letter and catalog, will lift you out of the business bog, and kill commercial cares. Descriptions of the Verito;—6 Velostigmat and Optimo, will interest your buyers. By talking up our lens and shutter, you earn the family's bread and butter and give them heart's desires. And thus by working hand-in-hand, we'll make things hum to beat the band.

Lensology & Shutterisms



Home Sweet Home

MARCH-1920

SUN	MON	TUE	WED	THU	FRI	SAT
1	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	12 th <i>Last Quarter</i>	20 th <i>2nd Moon</i>	27 th <i>First Quarter</i>

WHITE & WYCKOFF MFG. CO.

Makers of *Distinctive Stationery for Social Correspondence*
New York *Chicago*
311 South Ave. *Republic Bldg.*
HOLYOKE, MASS., U.S.A.

“The commercial application of the Soft-Focus lens” is scheduled for the next number of Lensology. Watch for it. The picture above, made with the Verito, illustrates its use in commercial advertisements.

VISION

applied to *your* business

Perhaps you prefer to call it "Imagination". I like "Vision" better. Term it what you may, you will find that it is the intangible thing that success is made of, the corner-stone of every monumental commercial achievement. "Every great institution," some sage once said, "is but the lengthened shadow of one man". And so we find in the annals of American business countless examples of men who dreamed,—and had the energy, ability and grit to see the thing through, to *make his dreams come true*. With them, the air castles that they built were forerunners of the earthly castles won for them by their courage and tenacity of purpose.

Thomas Edison might be considered as the greatest dreamer the world has ever known, and yet the fulfillment of his dreams has been a rich contribution to civilization of today.

This organization once existed only in the mind of a man. Andrew Wollensak had a vision—a vision of purring motors,

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clanking presses, rotating wheels, gears, machinery;—a vision of a plant devoted to manufacturing the creations of his brain. And he made his dream come true.

So it is, we find that all achievement had its genesis in an idea, or vision,—in the imagination of a man. The telephone, x-ray, automobile, Panama Canal are all monuments to vision. Even the American democracy is the fulfillment of a dream of patriots, determined on making their vision a reality.

The pillars of Hercules once bore the inscription “ne plus ultra”—meaning “No more beyond”. Columbus had a vision of a world not flat, but round. His vision materialized and the word “ne” was chisled off the inscription so that it read “Plus ultra” or “More beyond”.

Your organization is doing a thriving little business. Maybe you think you have reached the limit of possible growth. Perhaps you have inscribed on the columns of your brain the idea “Ne plus ultra”. If you have, take out your chisel and hammer, cut off the “Ne” and make the “plus ultra” deeper and wider. For there is *more be-*

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yond for the man or organization who has the imagination to plan and to build for the future and who is willing to work like the very devil to make his dreams come true. Yes, there is vastly more beyond, and that "more" is waiting for the chap that has the aggressive Teddy-Roosevelt spirit to go after it and stick to it until he gets it.

Jim Johnson runs a drug store out where the Mississippi winds its sleepy way. He has a kodak department. And he plans to make this department the photographic center of his little town. But he realizes that the business won't come to him, so he is going after it with all of his ability. He uses little ads in the local newspaper, carries a representative stock of amateur products and lenses, sends circular letters to his professional trade and uses the advertising material that the manufacturers prepare for him. Already he has secured results. Amateurs and professionals are coming to him because they know he wants to serve their photographic needs. And *Jim is going to see his dream come true.*

How is it with you, fellows? Have you the vision of "more beyond"? Can you

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picture the growth of your business to larger and larger quarters, perhaps the addition of a branch establishment? Build your air-castles. Build them high. Then "go to it" with your entire mental and physical capabilities. By striving and sweating, persevering and planning, and sticking to it to the finish, you will some day see the culmination of your dreams. For the only essential difference between the man who plods in the beaten track and the one who accomplishes things, is purely a matter of this thing we call vision.

Cordially Yours

W. L. Williamson

Manager
Promotion of
Trade Department



What's in a Name?

No. 3

Vi-tax—*n.* (L. *vita*, life) A lens that makes life-like portraits. A lens that is an improvement on the old petzval formula and which, because of its curved field, produces that beautiful “rounded” or stereoscopic effect so desirable. A lens that constitutes the best selection for your customer for making portraits and child studies.





THE chap whose
vision is so blind-
ed by red that he
can't see the stars
and stripes, should
be made to see stars
and wear stripes.

Cap
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