

LENSOLOGY & SHUTTERISMS

JULY — 1921 — AUGUST



I shall pass through
this world but
once. Any good
therefore that I can
do or any kindness
that I can show to
any human being,
let me do it now.
Let me not defer or
neglect it, for I shall
not pass this way
again.

Anonymous

Lensology & Shutterisms

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

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No. 4

Betax, Gammax, Deltax

*New Shutters, designed and patented by Andrew Wollensak
use new mechanical principles*

This is an issue of L. & S. with the
emphasis on the "Shutterisms."

For a new line of Wollensak shutters
has been perfected—a line that incor-
porates a new and fundamentally different
mechanical construction.

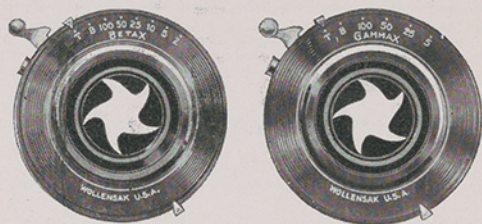
Accuracy and Uniformity

In the new shutters, the retarding de-
vice, which governs the shutter speeds,
has been radically changed eliminating
air-pumps and complex gears. The result
is extreme accuracy of automatic speeds
with absolute uniformity of exposure.
Guess-work is eliminated, for the action
of the shutter is certain and exact.

Simplicity of Construction

There is no involved mechanism in the
new shutters. There are no delicate ad-
justments to get out of order. The new
mechanism with its sturdy construction
and watch-like accuracy, is simplicity it-
self.

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External finish of the new shutters is just as attractive as the internal mechanism is accurate. All shutters black laquered with gold.

Study the illustration on page 3 and note the comparatively small number of parts and the graceful, easy simplicity of the whole design.

Specifications

Because of the vast improvement of the new model over existing shutters, new names have been given them as follows:

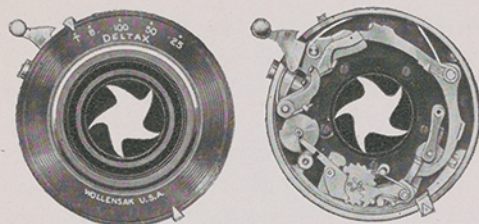
The Betax replaces the Auto

The Gammax replaces the Victo

The Deltax replaces the Ultro

The dimensions, openings and range of exposures in the new shutters, correspond exactly with those of the shutters they replace, excepting the Deltax, which now has three automatic speeds. The size numbers and prices are also the same. The chief difference is inside.

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Note the unusual simplicity of mechanical parts. The little wheel shown at the bottom is not a gear but like an escapement wheel that makes only a partial revolution.

Now Ready

The new shutters are now ready in *all* hand or film camera sizes and will be supplied wherever possible on all orders calling for discontinued models.

In the following table, showing complete range of sizes, only those marked with an asterisk (*) are not yet ready.

Betax	1, 2, *3, 4, *5.
Gammax	0, 1, 2.
Deltax	0, 1.

The numbers starred will probably be ready for market in two or three months.

Special Sample Model

We have made up a special demonstration model of the No. 2 size Betax with trans-

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parent front-plate. In order that our dealers can see the working-principle of the new shutter, and have a sample to show customers, we will supply *one only* to a dealer at a nominal charge of one dollar. As this shutter lists for nine dollars, it is needless to state that this special price is much below cost.

The Ideal Camera Equipment

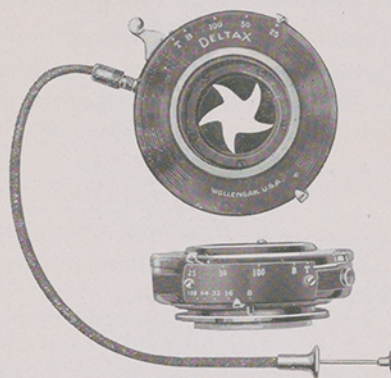
You will like these shutters on the hand cameras you sell. You will admire their attractive appearance and appreciate their mechanical perfection. If for no other reason, you will want them because of the assurance of satisfaction to your customer.

Insist on Our New Shutters

You can obtain them as standard equipment on high grade hand cameras. Insist on the Betax, Gammax or Deltax shutter, when you order cameras or kodaks. Tell the manufacturer and his salesmen that you want the Wollensak line of "Xact Xposure."

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Diaphragm Scales on new shutters



For the convenience of hand camera users, we have incorporated in all shutters of hand camera sizes ($3\frac{1}{4} \times 5\frac{1}{2}$ and smaller) a special scale that reads from the top. This scale shows both diaphragm and shutter speed indications and the user is able to make all necessary shutter adjustments with the camera held in a normal position.

The diaphragm scale on all larger shutters is shown on the front as heretofore.

International Convention

39th Annual Meeting P. A. of A., at Buffalo, N. Y.

July 18-25, 1921

The big show of the year is almost here—the International Photographic Convention. And it's going to be some show!

Special railroad rates are offered of full fare going and half fare return on the Certificate plan, from ALL POINTS of the country, east of California, Oregon, Washington and Nevada. (New England States excluded.) If you live on the Coast or in New England, take ticket to nearest point in special fare territory and then buy your ticket and get certificate through to Buffalo. It will save you big money.

If you want any information write to J. C. ABEL, Gen. Sec., 421 Caxton Bldg., Cleveland, Ohio.

YOU CANNOT AFFORD TO MISS
THIS BUFFALO CONVENTION.

Just remember what you got or what you missed at Milwaukee last year!

Prize Winners

In Wollensak Amateur Contest

The hundreds of prints submitted in the Wollensak Amateur Photographic Competition, were so uniformly excellent, that the judges experienced some difficulty in deciding upon the winners. In fact, two prizes not originally specified were added, in order to do full justice to the many meritorious entries.

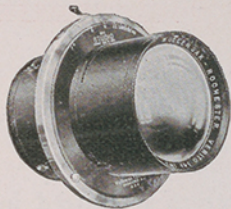
The following were winners:

Speed Class—First, \$20, John Deffebach, Jr. Second, \$10, Charles Prilik. Third, \$5, Ralph Beebe.

General Class—First, \$20, Geo. W. French. Second, \$10, Rile Prosser. Third, \$5, R. J. Robey.

Pictorial Class,—First, \$20, H. Porterfield. Second, \$10, William F. Nugent.
*Third, \$5. John N. Consdorf.
*Third, \$5. E. M. Oswald.

**Duplicate award made.*



The Verito Diffused-Focus F:4

Is the Only Soft-Focus Lens in the World
that has These 11 Distinctive Features

(1) *Three distinct qualities* of diffusion, each different, are available with the Verito (a) Used in the regular way (b) with the lens elements interchanged and (c) with the rear combination alone.

(2) *Variable and controllable* softness, as much or as little as you want, is possible by varying the diaphragm opening. Pleasing softness at F:4, actual sharpness at F:11.

(3) *The Verito is convertible.* The rear element may be used alone and has a focal length about half again the equivalent focus.

(4) *Extreme Speed* characterizes the Verito. Even when stopped down to less-than diffusion, it is sufficiently rapid.

(5) *Free From Flare* or halation when properly used.

(6) *Chromatically Right*—same visual and chemical foci.

(7) *Beautiful Enlargements*, from sharp negatives, with the same delightful softness and atmospheric quality as Verito contact prints, can be made with this unusual lens.

(8) *Reduces Retouching* at least 60%. Some photographers don't retouch Verito negatives at all, for while definition is not destroyed, the harsh and wiry lines are pleasingly subdued.

(9) *Better Prices* may be asked for Verito portraits. Customers appreciate their more artistic merit and willingly pay more.

(10) *The Verito pays for itself* many times over, bringing better prices and greatly reducing the constant expense of retouching.

(11) *Free trial* of this distinctive lens is offered by all stock houses and photographic dealers.

Let your customers benefit by your knowledge of what the Verito will do.

WOLLENSAK

—

ROCHESTER

Back to Normalcy

The Stock-house Manager's ideas concerning American-made and imported merchandise



The warm, sunny days of Spring had worked their charm on the amateur, and the enterprising retail store of the National Photo Supply Company was fairly humming with business in pre-war fashion.

Dick, the sales manager, who had been doing emergency duty behind the counter, had just returned to his office when his chief entered and laid a clipping on his desk.

"Read, this, Dick," he said. "It's a little item I clipped from the 'Ohio Photo News' and expresses my ideas exactly. Read it aloud, then you won't be so liable to forget it."

The article that Dick picked up was entitled "Support American Manufacturers." He read it aloud, slowly and thoughtfully:

"It seems very evident that this year there will be offered to the photographic dealer and to the photographer many goods of

foreign manufacture. We would suggest to our customers on account of the real service which we received from the American manufacturers during the War, and because in many cases they went to considerable expense in order to manufacture for us the goods that had been imported in the past, that we give them our support, and as far as possible use only goods of American make. The American goods are equal if not better than the imported. There are many Americans who prefer to buy American goods at the present time, and to have their work done by those who use American made apparatus. When it comes to price, as far as we have been able to investigate, we have been unable to find any foreign articles of the *same quality* that could be sold for less than the price of the American made article. We believe the American made goods can be purchased at as low a price as the foreign and are just as efficient in every way."

"Whoever wrote that, Dick, has hit the nail square on the head. The question involved concerns not only manufacturers of photographic materials, but every manufacturer in the good old U. S. A. that has foreign-made products to compete with.

"The American manufacturers patriotically turned over their factories and facilities to the government when Uncle Sam needed them. Eastman established an aerial school. B. & L. made gun-finders. Wollensak produced periscopes. And they all went to great expense in experi-

mental work for the government, perfecting their own line, in the meantime, so that this country would be independent of European markets.

"You know how well they succeeded. There are now American-made products that replace practically every commodity that we formerly had to import. They are equal if not better than the foreign kind. The Wollensak catalog, always conservative, claimed in the last issue that 'American lenses are the equal of any foreign and Wollensak Lenses the equal of any American products.' I would say that the American line is better and more complete by far.

"Our friend, Harding, speaks of bringing conditions 'back to normalcy'. While the situation isn't as bad as many think, there is still much unemployment. It is your duty and mine, as Americans, to help home industries by buying American-made products religiously. By doing this, we can help in a small way to bring about a condition of less unemployment and more general prosperity."

"Is it your intention to make any change in our store policy?" queried Dick.

"It surely is", responded his chief. "While I have been speaking in a general way concerning all American industries, you and I can have a very definite in-

fluence as far as the products we handle are concerned.

"We might carry a little foreign merchandise in stock—just so the customer can see we have it. But I shall regard it as the duty of every man that works for this concern, to sell products made in U. S. A.

"I saw a letter* from one of the biggest dealers in the middle west addressed to the Wollensak Optical Company. He told them that while he had intended to buy a large quantity of foreign lenses, he had decided not to do so. He said that any concern that does as much for their dealers and stock-houses as Wollensak, is going to get a full measure of his co-operation. And believe me, Dick, I'm with him strong.

"And besides, the American manufacturer can render real service. I have had any number of hapless fellows come in here and ask where they could get their foreign lens repolished or repaired. When they required *service* they discovered the Atlantic is quite a puddle at that.

"Yes, Dick, it is the duty of this store to sell our customers the best merchandise obtainable—and that means American-made. We owe this to the customer, to ourselves, to the manufacturer and to American business."

*This is a fact not fiction.

Odds and Ends

"X", THE UNKNOWN QUANTITY to you, Xpresses Xact Xposure to us. Xamine the Xposition Xplaining the BetaX, GammaX and DeltaX on pages 1-4 and know why.

* * *

OUR XPERIENCED XPERTS Xperimented Xtensively and Xhaustively despite Xcessive Xpense and Xasperating Xigencies, finally Xcelling in Xtreme Xactness all shutters now Xtant (but not yet Xtinct).

* * *

A NEW LEAFLET is ready entitled "Commercial Lenses", supplementary to the "Studio Lens" booklet. How many will you require to go with the professional booklets you now have? Tell us by post-card or letter.

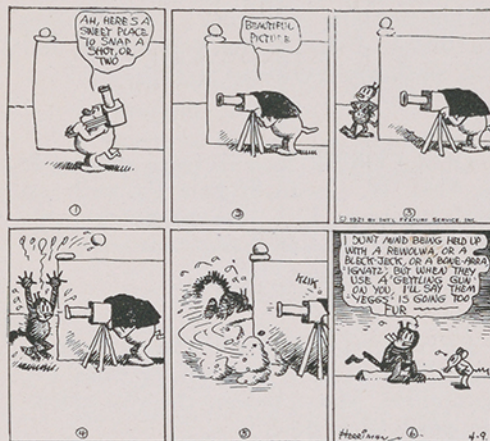
* * *

KRAZY KAT teaches a moral. It is, "Use a Wollensak Velostigmat for view work and have an outfit that works right and looks right."

* * *

"WILL IT STRAIN my 8x10 lens," asked a correspondent, "if I use it on an 11x14 plate?"

KRAZY KAT—There is a limit.



Used by permission

THIS REMINDS US of the fellow who wanted to know how much faster his 8x10 Velostigmat would be when used on a 6½x8½ plate.

* * *

"MADE IN U. S. A." Does that mean anything more to you than an expression of place of origin?

* * *

THE INFORMATION on page 8 will help you sell more Veritos. Don't miss it.

⌒ Lensology & Shutterisms ⌒

ABEL'S WEEKLY springs this one:
"I am thinking of buying a Lenz Washer
but before I decide can you tell me if I
can wash my Verito in it?"

* * *

OUR COVER for this issue was made
by Geo. W. Gould of Erie Pa. with an
8 $\frac{3}{4}$ " Verito at F:8. Its sharpness shows
how readily the Verito responds to the use
of the diaphragm.

* * *

LENSES STOLEN! On the night of
June 6, according to a notice from the
Springfield, Mass., police, the two follow-
ing lenses were stolen:

No. 4 Series II Velostigmat

121193 in Optimo.

No. 5 Vitax 4229 in Barrel.

On May 21, No. 5 Verito 5935 was
stolen from Wm. J. Lenny, Rockford, Ill.,
Watch for these numbers, if lenses are
offered you.

* * *

WE HAVE A HUNCH that the
unscrupulous crooks pick on Wollensak
Lenses because they know they are easy
to dispose of, Dealers stock them for the
same reason.

Average Sales

Dec. 1920

to Feb. 1921

Inclusive

Average Sales

Mar. 1921

to May 1921

Inclusive

WHO SAYS

"Business is Bad?"

The chart shown above records
the comparative volume of our dealer
business for the past three months and
the preceding three months. The
steady, even increase is significant—
both as to general conditions and the
ever-increasing popularity of Wollensak
products.

Lay aside the smoked glasses!
Can the sack-cloth and ashes! Cut
out the gloom talk! Kill pessimism!

Business is picking up!

Let's go!

EVERY PHOTOGRAPHER

Particularly the Amateur, is awaiting further information on the

BETA X GAMMAX DELTAX

Are you prepared to
tell them about it?
Read pages 1-4 and you
will be.

*Preserve this issue for
future reference.*

