

# LENSOLOGY & SHUTTERISMS



MAY - 1922 - JUNE  
WOLLENSAK OPTICAL COMPANY  
ROCHESTER, N. Y.



## Making Our Mark

Beta, Gamma and Delta were meaningless Greek letters until we added the X, signifying Xact Xposure. Now, the application of the names Betax, Gammax and Deltax to our line of gearless, pumpless shutters, stands for all that is accurate, reliable, sturdy and mechanically simple, in shutter construction.

## Lensology & Shutterisms

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

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## THE NEW WOLLENSAK CATALOG

*A booklet describing in full the complete line of  
Wollensak Lenses and Shutters*

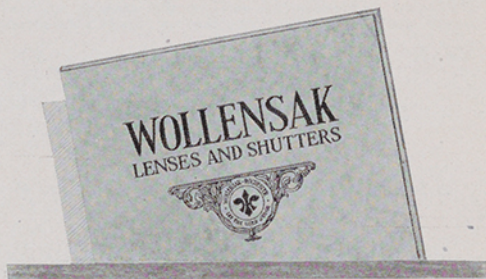
Our 1922 catalog has been slightly delayed pending certain changes in and additions to our line of products. However, these new additions to our line have been completed and we consider that the fine complete catalog which we are now able to offer has been well worth the slight delay.

We offer this new catalog to our photographic friends with a certain feeling of pride, for we consider it mighty attractive in composition, illustration and text. The descriptions of our various lenses and shutters have been completely revised and we believe that the convincing manner in which the many attractive features of Wollensak products are presented will make the catalog a valuable selling aid to our dealers.

In the following pages we will briefly discuss the new features of our latest catalog in order that our readers might be more conversant with it.



## ⌈ Lensology & Shutterisms ⌋



### *The Cover*

of the new catalog is printed and embossed on a beautiful cover stock, closely resembling leather. While the design is highly artistic, it is conservative and dignified in keeping with the contents of the booklet.

### *The Illustrations*

are by many of America's foremost photographers, including such men as Edward Henry Weston, William Shewell Ellis, George Harris and others of like prominence. From the many photographs available we endeavored to select those which illustrate to the best advantage the versatility of our various lenses and the phases of work to which each is adapted. The halftone illustrations were made with our Velostigmat Process Lens and so will be of particular interest to photo-engravers.

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### *New Products*

There are many new Wollensak lenses and shutters which have been added to our line since the publication of our last catalog. Let us briefly enumerate these new members of the family:

No. 1 VERITO  $f4$ , a new size of the maximum speed and particularly adapted to Graflex use.

VERITO EXTENSION LENS, which lengthens the focus of the 18" Verito to 22 $\frac{1}{4}$ ".

$f4.5$  VELOSTIGMATS. The new No. 6, 10 x 12, 14" focus was described in last Lensology. We can now announce a No. 8 size, 14 x 17, 19 $\frac{1}{2}$ " focus.

A NEW WIDE ANGLE lens which will be known as the Series IIIa Extreme Wide Angle  $f12.5$ . See page 10 for further particulars.

BETAX, GAMMAX, and DELTAX, the gearless, pumpleless newcomers to the Wollensak line of accurate shutters.

We have already received substantial orders for these various new products, and know that they will present numberless sales opportunities to our dealers.

### *Tables*

The most essential tables given in our last catalog have been retained in the new issue together with some new ones which we think will be of particular value. We call attention to Tables II and III giving the diameters and prices on caps and flanges.



## ⌈ Lensology & Shutterisms ⌋

Table VI condenses into one page complete recommendations regarding the choice of a lens for various phases of work. This table will be a great convenience to both our dealers and friends in the profession in the selection of lenses for various purposes.

### *This Catalog Is Yours*

It is intended to help you sell more lenses and shutters and we are glad to supply our dealers with as many as they can distribute to good advantage. We suggest, however, that in ordering catalogs, you order only enough for a month or so at a time as they quickly become soiled and shopworn if they lay on the shelves. We are always pleased to supply as many as you can use whenever you need them and for your convenience in ordering your initial quantity, are providing a coupon below which we suggest you clip and send in to us.

Wollensak—Rochester.

Please send us a quantity of your new catalogs.

Dealer's Name .....

Address .....

.....

## ⌈ Lensology & Shutterisms ⌋

### STARLTING STATISTICS

*by our staff statistician*

No. 1—The number of Wollensak lenses produced each month, placed at the proper distance apart, would reach from Hoboken to Kalamazoo by way of London, Bombay and Tokio.

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No. 2—The total length of all scratches appearing on the thousands of Wollensak lenses manufactured in the course of a year, would only make a half-minute walk for a full-sized cootie.

(to be continued)

② ②

“WATCH THE BIRDIE!”

Both the Photographer and the mother had failed to make the restless little four-year-old sit still long enough to have her picture taken. Finally the photographer suggested that “the little darling” might be quiet if her mother would leave the room for a few minutes. During her absence the picture was successfully taken. On the way home the mother asked:

“What did the nice man say to make mother's little darling sit still?”

“He thed, ‘You thit thtill, you little new-thuns or I’ll knock your block off, tho I that thtill,’ she explained.

—Harpers

*Moral: Photographers who do not use a Vitax f3.8 must resort to sinister subterfuge.*





This group of pictures showing speed work with the Series II Velostigmat *f4.5*, is representative of the many illustrations which appear in our catalog,

## IF IT LOOKS SUSPICIOUS INVESTIGATE!



It is surprising how many things can happen to a lens after it leaves the factory. Sometimes the elements are shuffled by some photographer trying to clean them. Or perhaps the outfit may be dropped or violently jarred, causing a decentering of the combinations. A photographic objective is a precise, scientific instrument, not built to withstand "treat-em-rough" tactics and when it is mistreated its performance is likely to suffer.

Whenever a lens sent on trial does not stick, it is to your interests to *learn the reason why*. If the fault is with the photographer, you can show him his error. If some other type of lens will better meet his requirements, you can still secure the order. If the lens itself is at fault, due to some unknown abuse, you can have the matter rectified. Nine times out of ten, investigation will result in your securing the order, if there is any to be had.

On the other hand suppose you fail to investigate the reason for the return of a lens. Suppose it has become defective, and is returned to your stock. It may lose many sales for you before you realize the situation.

Almost any photographer, no matter how skilled he may be, requires a little time to

become fully familiar with a new lens. It is well to bear this fact in mind. Follow up the order by mail about a week or so after it has been shipped, suggesting that he write the manufacturer or you if he experiences any difficulty.

Whenever a lens is returned, whenever a customer expresses dissatisfaction, you have reason to suspect his methods, the selection he has made, or the lens itself. At any rate, it is the time to *investigate*.

\* \* \*



## A Compact High Speed Anastigmat

The modern Series II Velostigmat  $f4.5$  is as fine an ultra-rapid anastigmat as ever was made. Without doubt, it is the most precise lens of its type that we have ever manufactured.

The formula now employed in making the Series II affords a compactness that is particularly desirable. Its shorter separation results in a larger circle of light and permits it to be readily fitted to Graflex, Reflex and other cameras of limited accommodation.

Your Graflex customers will be as enthusiastic about the smaller  $f4.5$  Velostigmats, as your professional customers are with the larger sizes, provided you give them an opportunity to try them out.



## The New Wide Angle Lens

*The Series IIIa Extreme W. A. f12.5*



An entirely new addition to the Wollensak line, the Series IIIa shows promise of rivaling, in popularity, wide angle lenses of much greater cost. With its speed, extreme angle, reserve covering power and moderate price, this lens offers a combination of qualities that should prove of especial interest to every commercial photographer.

On the plate for which it is listed, the Series IIIa includes an angle of view of 90 degrees. Because of its large circle of light, it can be made to cover a plate a size larger, thus affording an angle of approximately 100 degrees. Of course, when used on a larger plate, it is necessary to employ smaller diaphragm apertures.

The Series IIIa gives excellent definition wide open, and must be stopped down but very little to give wiry definition to the very corners of the plate.

No.	Size	Focus	Lens Dia.	In Barrel	In Betax
3	5 x 7	4 $\frac{1}{8}$	3 $\frac{3}{4}$	\$22.50	\$29.50
4	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	5 $\frac{1}{8}$	1 $\frac{1}{4}$	28.50	35.50
5	8 x 10	6 $\frac{1}{8}$	1 $\frac{3}{8}$	32.50	41.50
6	10 x 12	7 $\frac{1}{8}$	1 $\frac{1}{2}$	40.00	48.00
7	11 x 14	9	1 $\frac{3}{4}$	50.00	60.00
8	14 x 17	11	2 $\frac{1}{4}$	65.00	74.00



## Seen on the ground-glass

WOULD YOU call photographers clannish? Even their shutters have their "clicks," you know.

\* \* \*

IF HE OWNS an 18" Verito tell him he can buy a 22 $\frac{1}{4}$ " Verito for only \$19.50. That's what the Verito Extension Lens offers your customers.

\* \* \*



SOME BOOK! That's what you'll say of our new catalog when you have perused its thirty-two pages of text and illustrations. Read about it on pages 1-4.

\* \* \*

IN COLORADO there is a progressive studio using generous newspaper space to advertise Diffused Focus pictures as the product of a specially designed Wollensak Lens. This is certainly an effective way for them to educate their customers to the beauty of Verito portraits.

\* \* \*

ONE BIG DEALER ordered eighteen of the new Series IIIa Extreme Wide Angle

## ⌚ Lensology & Shutterisms ⌚

Lenses as soon as he learned of it. He is a man of unerringly good judgment and is making a drive on this fine new lens. We wonder how many others will capitalize on its capabilities in like fashion.

\* \* \*



GOLD FILLED like a front-tooth cavity! That's the way the engraving will be on all lenses and shutters henceforth-and-for-evermore-amen. The only exception will be R. R.

Lenses and Deltax shutters.

\* \* \*

OUR COVER for this month reproduces an architectural study made with the Verito by the eminent pictorialist, W. H. Porterfield. An elaborate display of Mr. Porterfield's masterpieces,—all made with the Verito—was recently exhibited in the Albright Art Gallery at Buffalo, and excited quite a bit of favorable comment.

\* \* \*

"HAVE YOU heard of wireless photography?" asked the photographic wag. "No. How does it work?" "Bulb and hose!"

\* \* \*

WIRELESS PHOTOGRAPHY may be practiced with Wollensak gearless pumpleless shutters, by the use of a special bulb attachment costing \$1.00. However, the standard equipment is wire release.



## Every Amateur

who has an R. R. lens on his camera is a prospect for a pair of *f*7.5 lens cells. Dozens enter your store every day, to buy a roll of film or some other accessory. Dozens are missing an opportunity to invest \$10 (or less) in better pictures, if you fail to tell them what our Series V Anastigmat *f*7.5 will do for them. Let's not neglect these potential orders! And in order that you can commence to "cash in" on the possibilities that exist, let us send you a sample set in the popular  $3\frac{1}{4} \times 5\frac{1}{2}$  size.



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THEY say that it takes  
sixty-five muscles of the  
face to generate a frown  
and thirteen to produce a smile.  
Why waste energy.

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