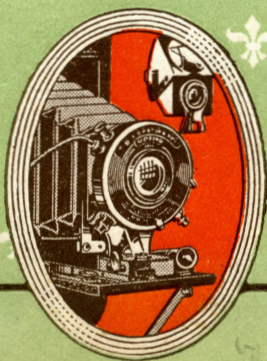


WOLLENSAK LENSES
for the
ADVANCED AMATEUR





This emblem of the Rice Leaders of the World Association of which we are a member, visualizes the ideals of character and integrity by which we have ever been governed.

A Catalogue of Photographic Lenses and Shutters

Particularly Adapted to the use of
Advanced Amateur Photographers



*Made with Series II
Velostigmat F:4.5*

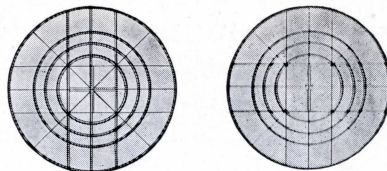
WOLLENSAK OPTICAL CO.
ROCHESTER, NY
U.S.A.

About Better Lenses and Better Pictures

ARE you satisfied with the pictures your camera turns out? Are you able to secure sparkling negatives with sharp, crisp definition to the very corners? Can you make fully timed snap-shots when the light is poor or high-speed photographs of swiftly moving objects with your present outfit? If not, consider the Velostigmats, a line of anastigmats that make possible photographs of unusual merit under the most difficult conditions.

A Velostigmat lens is an investment in every sense of the word. It pays for itself—many times over—in better negatives and less failures. It means that, with intelligent use, *every* exposure will produce a picture.

The following pages deal with lenses particularly adapted to the needs of the advanced amateur employing plate or hand camera, or reflecting type such as the Graflex, Reflex, etc. We also manufacture an extensive line for professional and commercial use. (See back cover). In short, by twenty-one years of specialization in the manufacture of photo-



The two figures above are reproduced from marginal portions of negatives made respectively with (left) an anastigmat and (right) a Rapid Rectilinear Lens. Note the poor detail rendered by the R. R. Lens.

graphic lenses and shutters exclusively, by constant experimentation and research, we have built up a line unexcelled in quality or completeness.

Our organization is at your service at all times—willing to help in the selection of a new lens, or to give any assistance in the use of the lens you are now employing, whether it be of our own or competitive make. This service is gratis. Address all such inquiries to our Promotion of Trade Department.

Always bear in mind that the quality of your pictures depends to a great extent on the few little pieces of glass called a lens. And if you aspire to the best in your efforts, let us or your dealer help you, by suggesting a Wollensak—one-hundred-percent-efficient lens and shutter.

Series II Velostigmat F:4.5

an ultra-rapid anastigmat for extreme speed

SPEED in a lens, (that is, a large lens opening) is two-fold in its advantages. It permits extremely fast shutter speeds in photographing moving objects and makes possible snapshots even when the light is poor.

The Series II Velostigmat F:4.5 has been supplied to thousands of users of Graflex, Reflex and other types of camera, and has always proven popular because of its extreme speed and sparkling definition. It renders accurate detail to the corners of its plate wide open and is admirably suited for press and home portrait photography, view work, enlarging, etc.

This beautifully finished anastigmat is highly recommended, not only for Graflexes, but plate cameras as well. It can also be fitted to some $2\frac{1}{4} \times 3\frac{1}{4}$ hand cameras.

No.	Size	Focus	In Barrel	With Auto	Shutters Optimo
0	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{2}$ in.	\$39.00	\$45.00	\$51.75
1	$3\frac{1}{4} \times 4\frac{1}{4}$	5 "	41.75	48.00	55.75
	$2\frac{1}{2} \times 4\frac{1}{4}$				
2	4×5	6 "	49.00	55.75	63.75
	$2\frac{3}{8} \times 4\frac{7}{8}$				
3	5×7	$7\frac{1}{4}$ "	58.50	64.75	73.75
3A	5×8	$8\frac{1}{4}$ "	77.75	84.50	93.50
4	$6\frac{1}{2} \times 8\frac{1}{2}$	$9\frac{1}{2}$ "	94.50	101.25	110.25
5	8×10	12 "	142.50	146.25
7	11×14	$15\frac{1}{2}$ "	233.00



*Graflex picture made with Series II Velostigmat F:4.5
See also page one.*



Series IV Velostigmat F:6.3

a fast anastigmat for hand cameras

THIS speedy anastigmat, mounted in Optimo shutter, converts any camera into a high speed outfit of remarkable efficiency. It is particularly recommended to the hand camera or plate camera user who is striving for the best results at lowest cost.

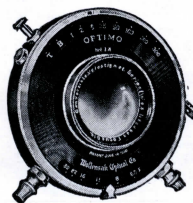
The rapidity of F:6.3 is fast enough for practically any purpose, as is evidenced by the speed pictures shown elsewhere in this booklet. The Series IV Velostigmat also has the same sparkling definition as our other Velostigmats, sharply covering its plate wide open.

We take pride in the exceptional quality, moderate price and fine appearance of this outfit. We know it can always be counted on to produce good pictures, in all phases of photography and any work requiring the utmost in detail or good speed.

No.	Size	Focus	In Cells	In Barrel	With Auto Shutter	With Optimo Shutter
0	2 1/4 x 3 1/4 1 5/8 x 2 1/2 3 1/4 x 4 1/4 2 1/2 x 4 1/4	3 1/2 in.	\$15.00	\$18.00	\$20.25	\$27.00
1	4 x 5 2 7/8 x 4 7/8	5 "	17.00	20.25	22.50	29.25
2	3 1/4 x 5 1/2 5 x 7 6 1/2 x 8 1/2	5 3/4 "	17.25	21.75	23.75	30.50
2A	8 x 10	6 1/2 "	18.00	22.50	24.75	31.50
3		7 1/4 "	28.25	31.50	39.50
4		9 1/2 "	39.50	42.75	50.75
5		12 "	50.75	54.00	64.25



The Series IV in Optimo arrests all motion in subjects such as this.



Series V Anastigmat F:7.5

a moderate-priced anastigmat for hand cameras

AN Anastigmat for eight dollars! Think what this means to the amateur who has been handicapped by a slow single achromatic (S.A.) or rapid rectilinear (R.R.) lens! Think of the opportunity it presents for better pictures at a small investment!

The cells of the Series V are readily interchangeable with the R. R. cells on practically every make of hand camera including Ansco, Seneca, Kodak, Ensign, etc. The only change necessary is, in some cases, a slight change of the focal scale—easily adjusted by your dealer or by us free of charge.

As a standard Wollensak anastigmat, the Series V, unlike an R. R. lens, is guaranteed to give sharp definition over the entire plate. Though faster than the R. R. or S. A., it lacks the speed of the Velostigmats. It is an excellent equipment where high speed is not essential and cost is a consideration.

No	Size	Focus	In Cells	In Barrel	With Auto Shutter	With Optimo Shutter
0	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{2}$ in.	\$ 8.00	\$10.25	\$12.50	\$20.25
1	$1\frac{1}{8} \times 2\frac{1}{2}$	5 "	9.00	11.25	14.25	22.00
2	$3\frac{1}{4} \times 4\frac{1}{4}$	5 "	9.50	13.00	15.25	23.25
2A	$2\frac{1}{2} \times 4\frac{1}{4}$	$5\frac{3}{4}$ "	10.00	13.50	16.50	24.25
3A	4×5	$6\frac{1}{2}$ "	10.00	13.50	16.50	24.25
4	$2\frac{1}{8} \times 4\frac{7}{8}$	$8\frac{1}{4}$ "	24.75	29.25	39.50	56.25
5	$3\frac{1}{4} \times 5\frac{1}{2}$	$10\frac{1}{2}$ "	30.50	35.00	44.00	56.25
	5×8	13 "	39.50	44.00	56.25	56.25
	$6\frac{1}{2} \times 8\frac{1}{2}$					
	8×10					



Though lacking Velostigmat speed, the F:7.5 gives fine definition.



Verito Diffused Focus F:4

a soft-focus lens for pictorial negatives or enlargements

SINCE the introduction of the anastigmat, no lens has contributed as much to the advancement of photography as the Verito.

Whether used for enlarging or making negatives direct in landscape work or portraiture this lens renders a rare and beautiful softness, a pictorial quality and technique, that rivals the work of brush or crayon and requires no retouching. By varying the diaphragm opening, as much or as little softness can be obtained as is desired. Verito negatives are virtually free from halation or double lines.

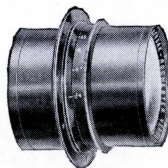
The Verito is convertible, the rear lens having a focus about half again as long as the doublet. This double construction, besides making the Verito two lenses in one, also insures rectilinearity.

There is a size for every purpose from the No. A for hand cameras to an 18" focus for Studio use. There is also a size for every type of GRAFLEX. Tell us your camera, and we will tell you the size needed.

No.	Size	Focus	Rear Focus	Speed	In Barrel	With Auto
A	3 1/4 x 4 1/4	5 in.	10 in.	F:6	\$19.25	\$20.25
B	4 x 5	6 1/2 "	14 "	F:6	22.50	23.75
2	4 x 5	7 1/4 "	11 "	F:4	31.50	42.25
3	5 x 7	8 3/4 "	14 "	F:4	39.00	49.50
4	6 1/2 x 8 1/2	11 1/2 "	20 "	F:4	51.75	...
5	8 x 10	14 1/2 "	24 "	F:4	71.00	...
7	11 x 14	18 "	30 "	F:4	90.75	...



Illustrating extreme diffusion at F:4. No. A and No. B size, give same softness at F:6 as F:4 lens stopped to F:6.



Auxiliary Lenses and Ray Filters

THE hand camera is limited in its scope of work, though its lens is adequate for most requirements. However, it is not always convenient for the amateur photographer to have a special lens for every purpose. For this reason, our Auxiliary Lenses are a good investment as they help to make photographs that ordinarily would be impossible.

Our Auxiliary Lens set consists of supplementary Portrait, Telephoto, Wide Angle and Copying and Enlarging Lenses, a Duplicator and Ray Filter. Their advantages are apparent. The Filter makes possible cloud effects and proper rendering of tones in landscapes; the Wide Angle Lens, a greater angle of view; the Telephoto, a larger image; the Portrait Attachment enables you to work closer to the subject and secure a larger picture.

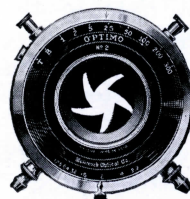
These auxiliaries are furnished in a handsome case to fit 4x5 or 3¼x5½ cameras at \$4.00 a set or singly at 50c. Portrait attachments and filters in smaller sizes at the same price.



Larger Auxiliary Lenses and Ray Filters supplied at cost given below. The larger Auxiliaries are not carried in stock and so are not subject to our free trial privilege.

No.	Lens Mounts Fitted	Price	No.	Lens Mounts Fitted	Price
1	1 ½ in. to 1 ½ in.	\$2.00	6	2 ¾ in. to 2 ¾ in.	\$4.50
2	1 ¼ " " 1 ¼ "	2.25	7	2 ½ " " 3 "	5.25
3	1 ⅞ " " 1 ⅞ "	2.50	8	3 ⅞ " " 3 ½ "	6.75
4	1 ⅞ " " 2 "	3.00	9	3 ⅞ " " 4 ½ "	7.50
5	2 ¼ " " 2 ¾ "	3.75	10	4 ¼ " " 4 ¾ "	9.00

Optimo High Speed Shutter



THE popularity of the Optimo is evidenced by the fact that the leading camera manufacturers employ it on their most expensive outfits. Indeed, for mechanical construction, practical utility and beautiful workmanship, this shutter is without a par.

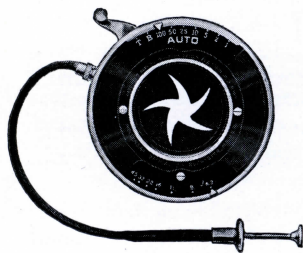
With eight automatically timed exposures, from 1 to 1/300 of a second besides time and bulb, the Optimo has a range of speeds that is adequate for any requirements, even including high speed work. These exposures are as near to their rated speed as it is possible to make them. Unintentional exposure is prevented by a setting device, which makes it necessary to set the shutter before exposing.

In opening, the five leaves revolve, forming a star shaped aperture that insures a maximum of illumination and speed. This leaf movement is a patented feature of the Optimo that makes possible the greatest efficiency.

Light in weight, compact in size, beautifully finished in black and gold with nickel trimmings, the Optimo is an ideal addition to the equipment of any progressive amateur or professional photographer.

No.	Light Aperture	Price	No.	Light Aperture	Price
0	11 "	\$13.00	2	1 "	\$16.00
1	3 2 "	14.00	3	1 ¾ "	18.00
1a	13 16 "	15.00	4	1 ¾ "	20.00

Auto and Victo Shutters



SECOND to the Optimo only in regard to speed, is the Auto Shutter. This shutter is constructed with characteristic Wollensak accuracy but has only seven speeds, namely

1 to 1/100 second besides the time and bulb release. It is suitable for most requirements where high speed is not desirable.

The Auto is automatic in operation and does not require setting before exposure. The leaf system is similar to the Optimo insuring a maximum of illumination.

The Victo is an inexpensive type shutter, similar to the Auto but lacking some of its finer adjustments and greater variety of speeds. The Victo has only four automatically timed exposures, 1/10 to 1/100 second, besides the time and bulb release.

AUTO			VICTO		
No.	Light Aperture	Price	No.	Light Aperture	Price
1	$\frac{3}{4}$ "	\$ 7.00	0	$\frac{5}{16}$ "	\$3.00
2	1"	8.00	1	$\frac{3}{8}$ "	4.00
3	$1\frac{1}{8}$ "	10.00	2	$\frac{1}{2}$ "	5.00
4	$1\frac{3}{4}$ "	12.00
5	$2\frac{1}{4}$ "	16.00

General Data

TERMS—Wollensak products are sold only through regular photographic dealers. If you encounter difficulty in obtaining them or having your order filled, a card will bring our co-operation. Goods are packed carefully and delivered to transportation companies in good order at purchaser's risk. Prices are f. o. b. Rochester.

GUARANTEE—Although entirely unnecessary, Guarantee Certificates are issued with our lenses as a matter of record. These, together with our broad and liberal sales policy, give assurance of absolute protection to the purchaser.

MOUNTING LENSES—We can fit our lenses and shutters to products of other manufacture and gladly do so when a customer desires. This work is in charge of skilled workmen and so we can guarantee perfect satisfaction. The cost of special equipment or fitting depends upon the time consumed in making necessary adjustment, but in every instance we make the charge as reasonable as possible.

SPECIAL NOTE—All Wollensak Shutters and Barrels are equipped with Iris Diaphragm and flange or jamb nuts to attach to cameras. Wire Releases are furnished with all shutters. All lenses in Barrel and lenses of large sizes are furnished with lens caps.

SEND THIS TO YOUR DEALER

Dealer's Name..... 192

Address.....

Gentlemen:

Please order for me from the Wollensak Optical Company of Rochester, New York, the following lens on

trial.....size.....

mounted in.....to fit my camera

which is a.....size.....

My Name.....

Address.....

OR SEND THIS TO US

Wollensak—Rochester.....192

Gentlemen:

Give me further information concerning your

.....lens. My camera is a.....

size.....and I wanted a lens for.....

Remarks.....

Name.....

Address.....

☐ Check here if complete catalog showing professional lenses, and larger sizes than discussed herein, is desired.

Other Wollensak Products

SERIES I VELOSTIGMAT F:6.3—A triple convertible anastigmat of large image circle ideal for commercial use.

SERIES III WIDE ANGLE VELOSTIGMAT F:9.5—A fast wide angle anastigmat of 90 degrees.

VITAX PORTRAIT F:3.8—The ideal lens for portraiture and child photography.

VESTA PORTRAIT F:5—An inexpensive type of portrait lens.

VERSAR PORTRAIT AND VIEW F:6—A convertible, inexpensive lens (R.R. type) for general work.

VOLTAS F:8—An inexpensive triple convertible lens (R.R. type).

WOLLENSAK PROCESS LENS—A lens of extreme accuracy, ideal for photo-engraving or banquet use.

STUDIO SHUTTER—A between the lens type, for studio use.

***Lens Cleaning Tissue** made from Japanese Mitsumata bark, put up in booklet form, 4"x6½" and 16 pages to the book, ten cents at your dealers, or from us for twelve cents in stamps to cover postage. Complete instructions with each booklet.*

