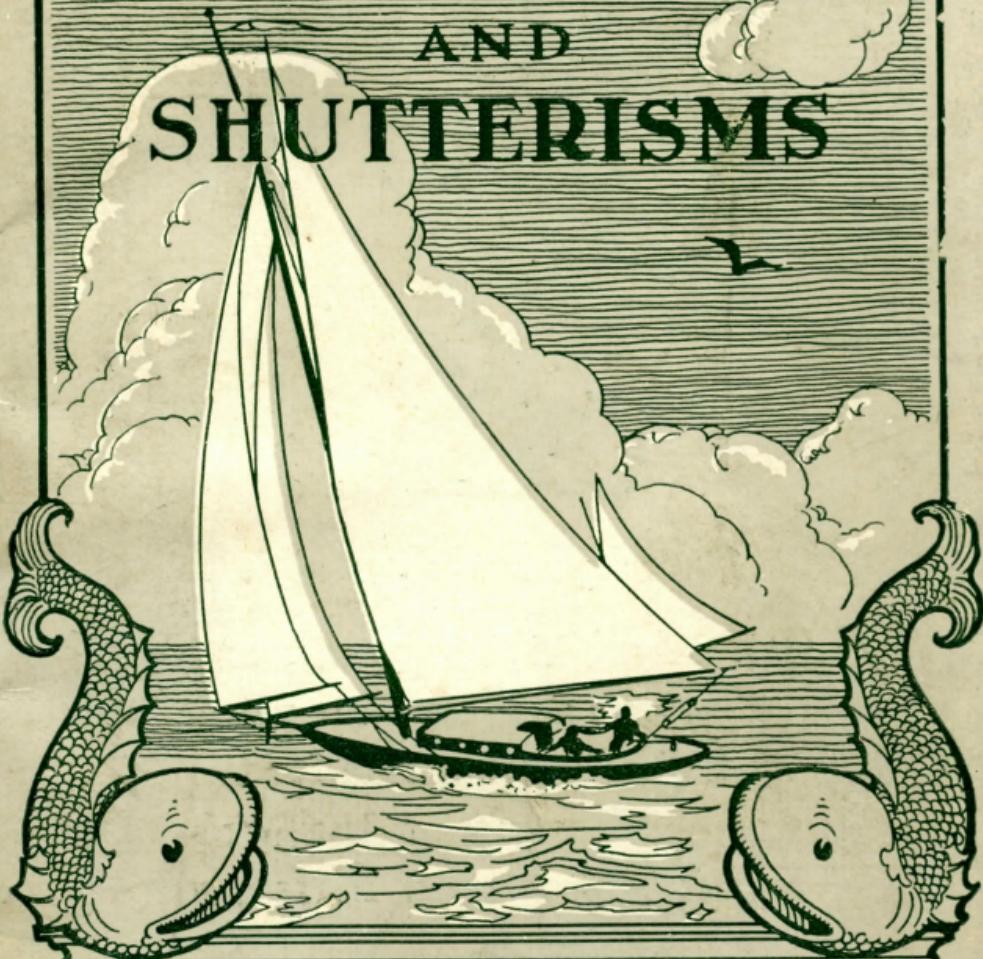


# LENSOLOGY AND SHUTTERISMS



**WOLLENSAK  
OPTICAL COMPANY  
ROCHESTER, N.Y.**

SUMMER

1926



## *The High and Low of it*

THEY are high in quality and power and low in price. That's the main reason for the unusual success of the Wolensak Microscopes, Biascopes and Pockescopes.



## And Now 250 Power!

### A New 250X Wollensak Microscope That is Unparalleled in Value

**A**LMOST over night, the Wollensak line of microscopes and accessories has achieved significant growth and popularity. Their success is already assured because of their outstanding value.

And now it is our privilege to announce in "Lensology" a new and finer addition to our line—the 250 power Wollensak Microscope retailing for only \$16.50. Think of it — a splendid, a c h r o m a t i c instrument with variable magnification, all the n e e d e d adjustments and a wonderfully sharp, bright field at a price that is without precedent!



Only Wollensak — and we do not say this boastfully—could offer such a remarkable value. Volume production permits low price. We know that if we make an instrument *good* enough and sell it *low* enough, we will attain that volume which will eventually make the price logical. That policy made possible the Biascope and Pockescope. It is now responsible for the 250 Power Microscope and the 100 Power (featured in our last issue). Perhaps we do put the cart before the horse, but anyway the cart "brings home the bacon" for you and for us.

The new 250X instrument is superb in every detail. There are two achromatic objectives which afford variable magnification from 100 to 250 times, with graduations to show the exact magnification. The stand is adjustable to a tilted position and a removable mirror provides maximum sub-stage illumination for transparent objects or top illumination for opaque specimens.

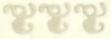
These are the specifications in brief: height,  $7\frac{1}{4}$ "; diameter at base, 3"; finish, plain black and crystallized lacquer with nickel trim; one prepared slide; complete instructions; packed in an imitation leather covered case, plush lined; price \$16.50.

If we were selling five dollar gold pieces for a dime, many would hesitate to buy. We do not expect to sell Wollensak Microscopes to every one who could profitably handle them. But we are confident that every dealer familiar with Wollensak values, as evidenced in 'Scopes and other products,

will be quick to capitalize on the sales opportunities the new line offers.

The field is unlimited. Students, business men, doctors, scientists, teachers, salesmen, parents and everyone who would like to know more about the wonder world of minute things—these are your prospects.

If you cannot sell them the 250 Power Wollensak Microscope at \$16.50, you can at least sell them the 100 Power instrument at \$8.50.



### The Elementary Slide Set

THE greatest enjoyment can be gained from the use of a microscope by building up a "library" of specimens. There are thousands of specimens all about us that help make microscopy a hobby that is both entertaining and instructive. This set makes it easy for the beginner to collect and mount specimens and is a ready seller at \$3.50.

*The Slide Set includes ten prepared slides covering subjects in botany, zoology, physiology, etc., ten plain slides with cover glasses, dissecting needle, tweezers, balsam cement and complete instructions on slide-making.*



Your cash register needs no vacation.

## SUMMER SELLERS

**“W**ISE-CRACKERS” will be tempted to respond to our headline, “Sure, Summer Sellers and Some ’re not.” All right, we’ll admit that some of the things you buy are not, but you’ll not find them on this roll-call of the sellinest optical specialties that ever performed the Quick Turnover Act in a busy dealer’s store.

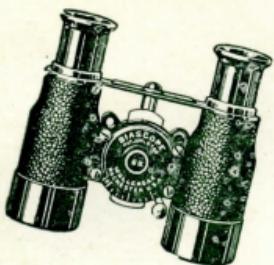
### *Outing Kit - \$5.00*



Find the boy, if you can, or the man either whose eyes would not light up with pleasure at the prospect of having an Outing Kit as a companion for his summer vacation or camping trip. Indeed, this sportsman’s quartette fits into their outdoor lives as well as their inside pockets.

The Outing Kit consists of a six power Pockescope, Sr., a scout knife of tempered steel, a waterproof match-box and a compact compass with magnifying glass. Do you wonder that they buy them like hot cakes, Mr. Man-who-does-the-ordering?

## Biascopes—\$5.00 and \$7.00



You know the story of the Biascope, the splendid little field glass that won its way into the hearts of thousands of sportsmen, hunters, campers, scouts, etc., where aristocratic prism binoculars of much

higher price, but no greater power had failed to make any impression whatever.

Biascopes are available in two models. The \$5.00 glass Biascope "A," six power, has a fixed pupillary distance of 63 mm. (or 58mm. if you prefer). The \$7.00 glass Biascope "B" is available in a wide field or six power model and has an adjustable pupillary separation which will fit all eyes.

## Pockescopes—\$1.00, \$1.50 and \$2.00

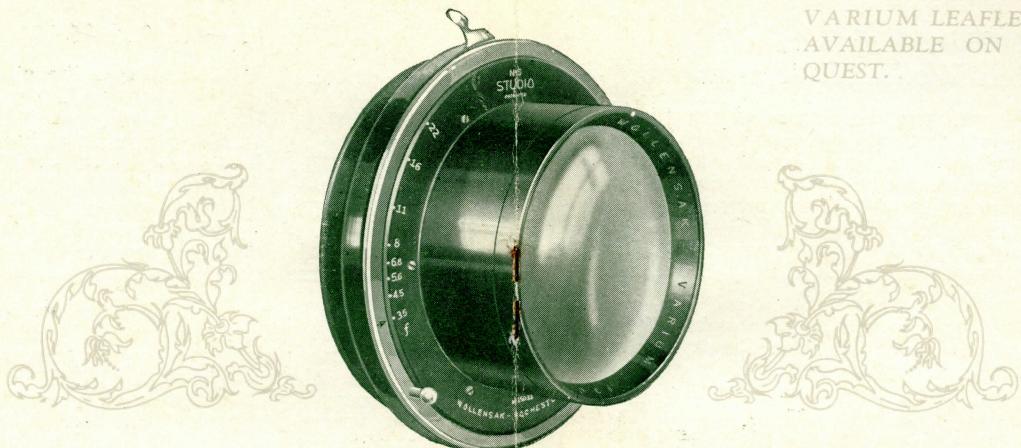


These, gentlemen, are the original Pockescopes — so good and so popular that there have been a host of imitators.

Pockescope, Sr., 3 1/4" long, 6 power, \$2.00; Pockescope, 3" long, 4 1/2 power, \$1.50; Pockescope, Jr., 2 5/8" long, 3 power, \$1.00. These prices, like all others quoted, are retail.

*The has-beens of today are the put-it-offs of yesterday. Use the enclosed post card—NOW—and enjoy your share of this new business.*

THIS IS THE CENTER  
SPREAD OF THE NEW  
VARIUM LEAFLET—  
AVAILABLE ON RE-  
QUEST.



# *The* **VARIUM**

A versatile studio lens designed for the modern photographer who needs:

**SPEED**—for child photography.

**LONG FOCUS**—for large heads and pleasing perspective.

**SOFTNESS**—desired in portraiture.

**CLEAR, FLAT FIELD**—for group work.

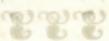
—a compact mounting and a popular price.

## Bureau of Standards Tests Wollensak Microscopes

While we knew the powers of our microscopes were correctly rated, we thought the testimony of an impartial authority would be of interest to our dealers. Accordingly, we sent samples of both our microscopes to the United States Bureau of Standards at Washington, D. C. They reported that the powers were exactly as stated, 100 times and 250 times, respectively.

This is gratifying to the dealer in optical goods who is constantly offered instruments, particularly of foreign make, the powers of which are grossly misrepresented. You can buy Wollensak Microscopes, as well as Biascopes and Pockescopes, with the assurance that they are dependable in quality, in performance and in power.

The letter from the Bureau of Standards is in our files and a photostat copy will be sent you on request for your own information or to help you in selling Wollensak Microscopes.



## 'Scope Cuts and Display Cards

New cards featuring Biascopes and Pockescopes will be available soon, also cards featuring Wollensak Microscopes. Ask for them now and we'll send them in the near future. Newspaper cuts of all these instruments are available, free to anyone who agrees to use them.

Lens sales slumps? Let *Varium* bury 'em!

## LENS DOPE

### VARIUM

#### *A Modern Lens for Modern Needs*

**I**N RECENT years there has been a decided change in photographic requirements and as conditions have changed the need for new equipment to meet new situations has become apparent.

For many years a high-speed anastigmat like the Series II Velostigmat  $f4.5$  has been considered the best all-round equipment. It still is unsurpassed for certain phases of work—home portraiture for example—but it does not exactly meet the various needs of the modern studio.

What are the requisites of a truly modern studio lens? There are not many, but they are most important—a very moderate but not extreme softness; extreme rapidity; long focus; ability to obtain sharpness by slightly stopping down. To meet these needs we have built the VARIUM and we are able to offer it at a price that brings it within the reach of every studio owner.

Nowadays nobody wants an extremely sharp portrait, nor do popular priced studios find much demand for extremely soft focus work. The VARIUM is a happy compromise, producing a negative firm enough in quality to suit anyone, yet soft enough to eliminate retouching and preserve a natural, pleasing skin texture.

For less than \$10.00 an inch!



Negative by J. E. Mock with 19" Varium

Then, speed! How essential it is for both portrait work and child photography, and yet how often impractical with most types of lens. Where there is a critically sharp plane of focus, a large opening is not entirely satisfactory because of the lack of depth. With the VARIUM the extreme

speeds of  $f3.5$  or  $f4$  (depending on size) are entirely practical apertures because the absence of a critically sharp focal plane eliminates the displeasing effect caused by lack of depth in other lenses.

And yet the VARIUM may be made as sharp as you want it! In group work it is always necessary to diaphragm to about  $f6.8$  for the needed depth and at this opening the VARIUM produces an ideal quality of image for work of this kind.

Is there necessity of our stressing the need for long focus? Every photographer knows that in making large heads a relatively long focus is necessary to obtain pleasing perspective and a true-to-life quality. The VARIUM meets this need.

In designing the VARIUM we did not consider price, but aimed to make the finest portrait lens of today regardless of cost. It happens that the formula adopted is sufficiently simple to enable us to sell this lens at a price that is most reasonable.

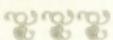
Here are the specifications and prices:

No.	Plate Size	Focus in Inches	Speed	In Studio Shutter
4.....	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	14	$f3.5$	\$140.00
5.....	8 x 10	16	$f3.5$	150.00
7.....	11 x 14	19	$f4$	165.00

Equipped with 9x9 or 10x10 front board and lens hood.

Dollar for dollar, have you ever seen or heard of anything like the VARIUM in value? Neither have we, and that is why

we say, "Get behind the VARIUM and push it with every ounce of available man-power. By so doing you will win the gratitude of those to whom you sell and increase your lens business in a worth while sort of way."



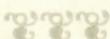
## *The Series Ia for Banquets*

WHEN IT comes to selecting a lens for banquet cameras, most photographers are "stumped." Day after day, we receive letters from them asking advice on the selection of a lens for this purpose. And we tell them that we know of no finer lens for this work than the Series Ia Velostigmat, which is ideal by reason of its precise correction and covering power.

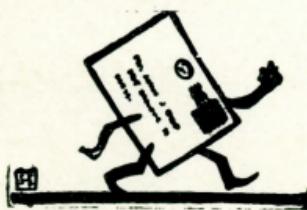
Here are the sizes that will cover the various banquet plates:

No.	Size	Covered with		FOCUS		F. Speed
		Smaller Stop	Focus	Front	Rear	
3b	5x8	7x11	8 $\frac{1}{4}$	15 $\frac{1}{2}$	12 $\frac{3}{4}$	6.8
4a	6 $\frac{1}{2}$ x8 $\frac{1}{2}$	5x12	10	20	15 $\frac{1}{2}$	6.8
5a	8x10	7x17	13	25 $\frac{1}{2}$	20	6.8
6	10x12	7x17	14	34	20	7.7
6a	10x12	8x20	14 $\frac{3}{4}$	25 $\frac{1}{2}$	25 $\frac{1}{2}$	6.3
7	11x14	12x20	16 $\frac{1}{4}$	34	25 $\frac{1}{2}$	6.8

*Longer focal lengths recommended where space will permit and wide angle not essential.*



A NEW LENS BOOKLET is in course of preparation. Ask for your supply now. A new complete catalog will follow as soon as possible.



## *Use the Card*

IF YOU'RE the kind of a fellow who likes to clip the coupons from stock certificates, you'll sense the value of the post card enclosed for your convenience in ordering whatever 'Scopes you need.



**H**E who goes  
the wrong  
way must make  
the journey  
twice. ☰ ☰ ☰

