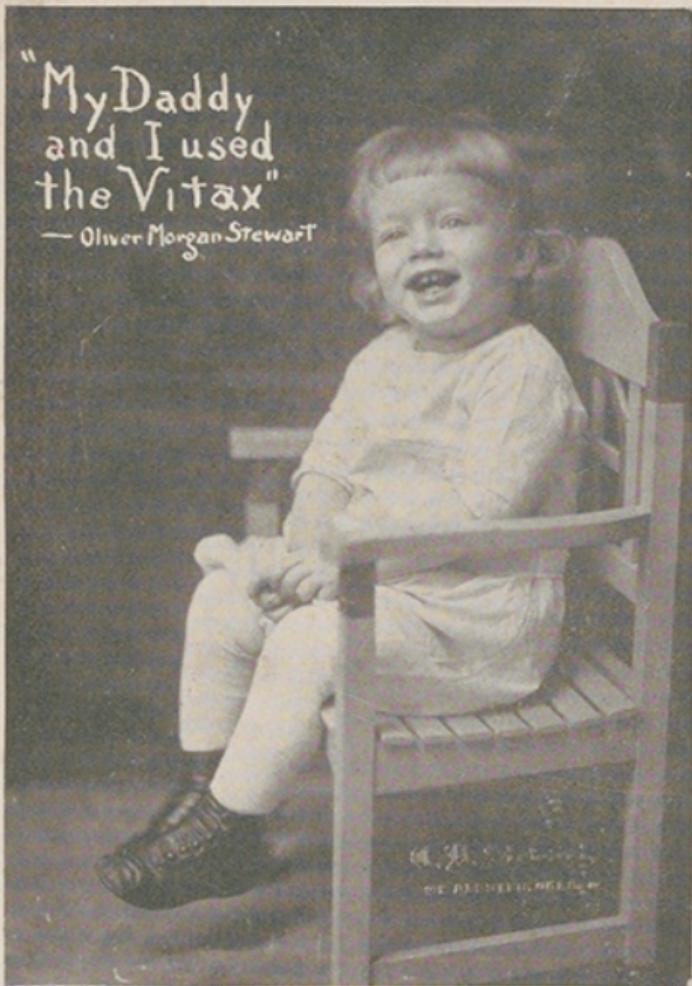
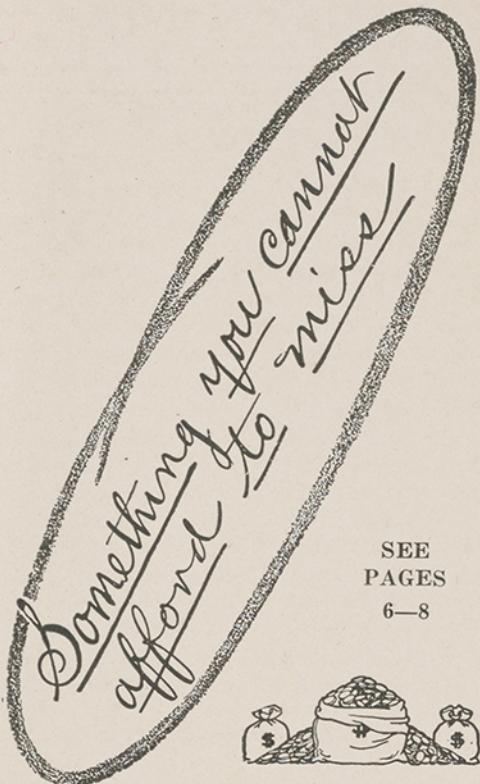


LENSOLOGY & SHUTTERISMS



NOVEMBER - 1922 - DECEMBER
WOLLENSAK OPTICAL COMPANY
ROCHESTER, N. Y.



Lensology & Shutterisms

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

Vol. X November - 1922 - December No. 6

“ADV.”

Lensology is published with two purposes in mind. The first is to keep the editor out of mischief, should he, by any chance, ever have five minutes with nothing to do. The second, and most important, is to remind photographic dealers that we make and sell good lenses and shutters. In fact, darn good. We might even say (censored) good.

Perhaps you regard the contents of our pages as so much “bunk.” They are, except for one fact. “Bunk” is usually of questionable veracity. What we publish is always the truth, the whole t. and n. b. t. t. In fact, we couldn’t say anything good about Wollensak lenses that wouldn’t be true. And *that’s* no bunk either.

Well, as we started to say several lines ago, Lensology is an “adv.” Of course, we



This is the mark of quality, which appears on Wollensak products. It is your assurance of service and satisfaction.

■ Lensology & Shutterisms ■

try to disguise the fact by dolling it up like a regular magazine. We try to beguile you into reading it by some bewitching (?) title or fool pictures. And just when the plot begins to thicken, you find that it's the same dish, served up in a different form. We hope it's palatable, nevertheless.

Sometimes we even go so far as to run a whole *article* without mentioning a lens. We have even run whole issues without a *picture* of a lens. (See Sept., 1919 number). This may be reckless, but they say variety is spicy stuff.

This issue, we thought we'd give the "advs." a real chance. Of course, we've squeezed 'em up a little, but you'll find one at the bottom of almost every daw-gone page. They are there to gently remind you, once again, that the Wollensak Optical Company of Rochester, N. Y., make a complete line of lenses and shutters, than which there is no than whicher.

Full o' bunk,

BILL,

The Editor.



SERIES II VELOSTIGMAT
 $f4.5$, for Graflex and all-round studio use. There is no better high-speed anastigmat made.

■ Lensology & Shutterisms ■



Good Night Nurse!

Fully timed negatives at 1/5th second indoors! Unusual, perhaps, but thoroughly practical with the speedy Series II Velostigmat $f4.5$, as is evidenced by the illustration shown above, which we are using in the November Wollensak World ads. Original negative made by F. A. Norton, at $f4.5$, 1/5 second, one window.



VITAX PORTRAIT $f3.8$, the Speed King of portrait lenses. Makes snap-shot indoors. Ideal for portraiture and child photography.

The Christmas Problem Solved at Last!

The Eternal Enigma, the Perpetual Puzzle, the Continual Conundrum has been, is and always will be "What shall I get 'em for Christmas?" For three weeks out of the year, this problem hangs over our heads like the mythological sword of Damocles.

The ideal gift should be attractive in appearance, moderate in price, unique and original in character. And Pockescope, the pocket telescope, scores 100% on all four counts! With its universal appeal, it solves the Xmas problem for thousands.

How many of *your* friends, Mr. Dealer, like to camp, motor, hunt, travel, fish, hike or sail? How many love the great outdoors? Count them all up—they'd all appreciate the Pockescope.

And so it is with your customers. Probably nine out of ten could think of one or more of their friends who would welcome the Pockescope. You will sell a lot of these pocket telescopes this Christmas, IF you tell them about it, in your windows and through your salesmen.

About 110,000,000 folks in the U. S. will be buying Christmas presents soon. What



VERITO DIFFUSED FOCUS
*f*4, the lens that made diffusion popular. The Verito has often been imitated but never equalled.



\$2

"POCKESCOPE"
THE POCKET TELESCOPE

Increases your vision $4\frac{1}{2}$ times. Dim, distant objects made large and clear. Only $3\frac{3}{4}$ inches long, in suede leather case, it fits the pocket or handbag.

See your dealer first, and if he can't supply you, send \$2 plus 5c postage. Money back if not pleased.

Opportunity for live dealers.

WOLLENSAK OPTICAL CO.
10-12 Clinton Ave., Rochester, N. Y.
quality photo lenses and shutters for 24 years

This ad, which appeared in a recent issue of the Saturday Evening Post, is typical of the Pockescope advertising we are carrying in magazines totaling nearly 5,000,000 circulation.

can you offer? Albums? Good. Cameras? Fine. Pockescopes? ABSOLUTELY!

If you need more Pockescopes or if you are among the few who haven't ordered, fill out the card enclosed, telling us how many instruments and Xmas cards you want. Join the contest, too, or if you don't care to, cross out paragraph one.

CASH PRIZE CONTEST

for the best dealer Xmas publicity on the

"POCKESCOPE"

A great many dealers have prepared voluntarily, special window displays, street car cards, rotogravure and newspaper ads, and various other forms of publicity featuring the Pockescope. Such publicity has paid them handsomely in actual business secured. The Pockescope will make an ideal Christmas gift, and in order to make it doubly worth while for our dealers to so feature it, special prizes in cash and merchandise will be awarded in accordance with conditions specified below:

Conditions of Contest and Basis of Awards

- (1) All contestants must fill in and mail contestants registration card enclosed herewith, before November 30th.
- (2) Contest will open December 1, and close December 31, 1922.
- (3) Any form or forms of publicity may be employed. (See suggestions next page.)
- (4) Prizes will be awarded according to the merit of the publicity employed, with special consideration as to its ability to produce profitable results.
- (5) Evidence of publicity employed must be submitted to us before January 1, 1923. Printed copies of ads, special circulars, street car cards, etc., must be supplied

when these forms of publicity are used. In case of window or special counter displays, photographs must be submitted. A simple statement may be made as to the use of our own advertising matter.

- (6) Three judges from the Rochester Ad Club will pass on the merit of publicity submitted and select prize winners.
- (7) The four prizes shall consist of cash and merchandise, as follows:

				Total value
First	\$50	cash	50	Pockescopes \$150.00
Second	25	cash	25	Pockescopes 75.00
Third	10	cash	10	Pockescopes 30.00
Fourth	5	cash	5	Pockescopes 15.00
Total	\$90	cash	90	Pockescopes \$270.00

Suggestions concerning suitable publicity

- (1) Because of the dates of the contest, publicity should feature, preferably, the suitability of the Pockescope as a gift.
- (2) Window displays would prove particularly effective.
- (3) Newspaper advertising, over the dealer's name, would produce results.
- (4) Special circular matter, at the discretion of the contestant.
- (5) Some dealers have found street car advertising profitable.
- (6) For (3), (4) and (5) we can supply suitable cuts, in line or in any desired halftone screen. Specify size.
- (7) We will supply Christmas counter cards and circulars, free on request.
- (8) Special window and counter cards with dealer's original ideas, would contribute to the success of the display.
- (9) An adequate stock of Pockescopes would be advisable for good display and to take care of demand.
- (10) While contestant may use only one form of publicity, if he desires, a combination of several forms would be calculated to produce the best results.



Many of our readers know Mr. Spencer Hord, for many years assistant advertising manager of Eastman Kodak Company and now chief of their Industrial Relations Department. Spence is the genial chap pictured above, posing with the Pockescope and his interesting letter, which accompanied the snap-shot is given below.

Dear Williamson:

My vacation outfit for the mountains this summer included a Pockescope. It is a mighty fine, thoroughly practical little instrument and materially added to my enjoyment. Enclosed find a couple of snapshots with the "scope" on the job.

Cordially yours,
SPENCER HORD.



BETAX SHUTTER, one of the gearless, pumpless line. The shutter that assures uniform reliability, and exceptional accuracy of exposure.



Seen on the ground-glass

FIFTEEN MILLION readers will see Pockescope advertising, assuming three readers to every magazine in which Pockescope advertising appears.

* * *



SEVERAL HUNDRED have already sent in their checks for \$2.00 plus postage, saying their dealer had no Pockescopes in stock. Were any of these *your* customers?

* * *

GRAFLEX USERS will be interested to know that the 7 1/4" Verito is now made with a rear element of 10" focus making it particularly suited for use on the 4x5 R. B. Telescopic Graflex.



SERIES V ANASTIGMAT f7.5, the inexpensive lens that permits amateurs to enjoy anastigmat quality for \$10.00 or less.



OPPORTUNITY KNOCKS at the door of the dealer who will push Pockescopes. Read about the cash prizes for Pockescope publicity. Pages 6-7-8.

* * *

FRANK SCOTT CLARK, the eminent photographer from Detroit, after using the Verito Extension Lens with his 18" Verito, wrote us, "It is now the best lens on the market, in my opinion."

* * *

HE IS RIGHT in part. The Verito Dif-fused Focus f4 undoubtedly excels *in its class*. But the Vitax as an improved Petzval type and the f4.5 Velostigmat as a high-speed anastigmat are both equally pre-eminent.

* * *

OUR COVER for this issue was made by C. P. Stewart of McAlester, Okla., with the Vitax Portrait f3.8, the super-lens for child photography. Your customers need this objective for their Xmas business.

W. A.

Series IIIa f12.5-the wide angle lens that has stepped into the lime-light of favor almost overnight. Exceptionally good, and inexpensive.

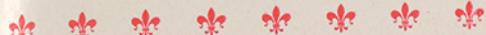
An Asset or a Liability?

The part of a camera that gets the most usage and abuse, the part that is most intricate in its construction, the part that governs to a great extent the success of a picture, is the photographic shutter. And yet how often is the shutter merely taken for granted!

If a shutter is uncertain or unreliable in its action, if it gives improperly timed exposures, it is a liability that often loses for you the good will and patronage of your customers or discourages them in their picture taking. However, if it is reliable and exact in its exposures, like our Betax, Gammax and Deltax, it is an asset to the camera and to the dealer who sells it.

Is the shutter on the camera you sell an asset or a liability? Make certain it is an asset by telling the manufacturer of the camera that you want the Betax, Gammax and Deltax, "the line of Xact Xposure."

ETC. Space does not permit of a complete listing of Wollen-sak products. But the and-so-forths include quality lenses and shutters for every photographic need.



Cut Time in Two

Only half the exposure required at $f6.3$ is necessary at $f4.5$. And $f3.8$ is over twice as fast as $f5.6$. Reason enough for selling your customers the speedy Series II Velostigmat and Vitax!





Winter Sports

invite your customers out of doors. Snowshoeing, skiing, sleighing, skating and ice-boating help to make a perpetual market for the Pockescope

