

LENSOLOGY & SHUTTERISMS



MARCH - 1923 - APRIL

WOLLENSAK OPTICAL COMPANY
ROCHESTER, N. Y.

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No. 2

NOT "how much can we get for them?" but "for how little can they be sold?" That is the basis on which Biascope prices have been established.

Makers of Distinctive Lenses that make Distinctive Pictures



"BIASCOPE" SIX-POWER

Last July we told you about the Pockescope and assured you it was a real proposition. You believed us—and bought—and sold, in mighty gratifying quantities.

Now we offer you the BIASCOPE, a six-power binocular, a quality glass at a moderate price. We will simply state that the BIASCOPE is even a better value than the Pockescope. We believe it will be at least equally popular. While it compares favorably with glasses costing much more, the retail price is ONLY \$5.00.

There is a big market for the Biascope, for it is a powerful instrument within the means of all. Other glasses of equal power are expensive. Other glasses of equal price are much less powerful.

The Biascope will appeal to the thousands who have bought Pockescopes, and to the millions who cannot afford a high-priced glass. Every sportsman, motorist, boy scout, theatre goer, tourist and bird-student, everyone who loves the Great Outdoors will

■ Lensology & Shutterisms ■

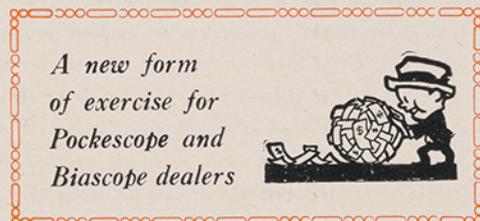
appreciate the merit and the value of the Biascope.

Here are the complete specifications: Power, 6X; length, 3 1/4"; maximum width, 3 5/8"; optical system, Galilean type; adjustment with handy control lever, with diopter scale for setting; construction, brass throughout, finished with black crystalized lacquer, like the Pockescope; furnished with handsome pin-grain leather case with two snap fasteners; price \$5.00 retail, subject to usual dealer's discount in lots of one-half dozen.

You will find the Biascope illustrated on the cover. Handsome, isn't it? And it's just as good as it looks.

The Biascope will prove a profitable side-line of quick turn-over and ready sale. You will want to stock it. So we are enclosing a return post-card for your convenience in ordering instruments and ad matter.

Biascope—six power—five dollars!



■ Lensology & Shutterisms ■



An illustration used in the February professional photographic magazines to remind photographers of the allround utility and adaptability of the Series II Velostigmat f4.5. The original photograph was made from a negative by Philip Conklin of Troy, N. Y. You will make no mistake in recommending the Velostigmat to your trade.

The purpose of the



Every month for over two years the *Wollensak World*, a publication within a publication, has appeared in the pages of American Photography, Camera, Camera Craft and Photo Era. It is now in its third year or "volume."

Perhaps you have wondered why we have adopted this rather unusual style of advertising in the photographic magazines. Consider our extensive line of lenses and shutters and the reason will be obvious. If we advertised a different *Wollensak* lens or shutter every month, it would take over a year to cover our line alone, disregarding the many other messages we wish to convey.

The *Wollensak World* is a natural solution of the problem. Like a small newspaper, it gives us an opportunity to convey to your customers several messages at once, reproductions of photos made with *Wollensak* lenses, interesting lens and shutter facts, the opinions of users, notice of new booklets, and so on.

Furthermore, the readers of the publications in which the *Wollensak World* appears are not exclusively amateur or professional.



There are many of both classes, and many more on the border line. Our "newspaper ad" permits us to diversify our appeals, to talk to all classes in one ad and to feature both amateur and professional merchandise at the same time.

For the rest of 1923 your customers are destined to see (and, we trust, to read) the *Wollensak World*. If it helps them in their lens problems, if it gives them any enjoyment in the reading, if it tends to make them think "Wollensak-Rochester" when they need a new lens or shutter, it will have accomplished its purpose.

"POCKESCOPE"

THE POCKET TELESCOPE

\$2.

\$5.

'Scopes that score with the scout

As a matter of fact, the Biascope and Pockescope score big with the motorist, hiker, camper, hunter, fisherman, tourist, gift-seeker, bird-student and, in short, with everyone who loves the Great Outdoors.

DEALERS, you will find it to your advantage to "get in on the ground floor" with the Biascope, as you did with the Pockescope. Spring, with its sales opportunities, is just around the corner. And the dealer who orders first, will be the first to receive, display and SELL Biascopes. This is your opportunity to "cash in" in a worth-while way.

Mail the enclosed post card today

"BIASCOPE"

SIX-POWER

You Know Your Prospects

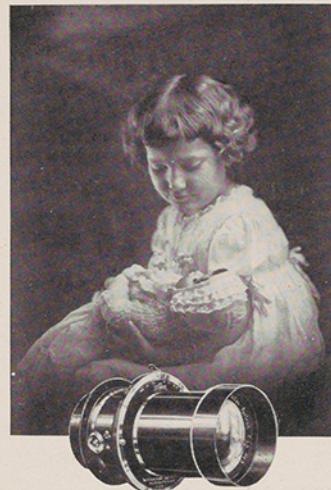
*No wasted energy in selling
Extension Lenses*

Did you ever consider how, with most merchandise, it is necessary to canvas a number of customers before you find a prospect?

The situation is much different with the Verito and Vitax Extension Lens. You know before you begin that every owner of an 18" Verito, every owner of a 16" Vitax is a live prospect for the Extension Lens to go with it. You know that the Extension Lens is like the spare tire, not absolutely essential, but very, very desirable.

The Extension Lenses interchange with the original front element of the lens with which they are used and give a longer focus. There are only two. The Verito Extension for use with the 18" Verito lengthens the focus to $22\frac{1}{4}$ " and costs \$19.50 while the Vitax Extension which increases the 16" Vitax to 20", costs \$57.50.

You salesmen know your prospects. If your customer has no 18" Verito or 16" Vitax, try to sell him one or the other. And



The above reproduction was used in our February Wollensak World to call attention to the uniformly fine results in child portraiture the Vitax f3.8 Lens produces. From a portrait by A. O. Clement. Your customers will like the Vitax.

if he has either of these two lenses, be sure he knows about the Extension Lens, for it affords him an opportunity to secure a wonderful, long focus portrait lens, which every photographer should have, at a ridiculously small cost.



Seen on the ground-glass

MANY GIRLS say "no" at first, but like the photographer, know how to retouch their negatives.

* * *

BIASCOPE is a good name as far as the individual is concerned, but to the dealer the name should be Bia-dozen-scopes.

* * *

"WAIT A MINUTE," cried the charming damsel, just as the photographer squeezed the bulb. "I have forgotten my perfume."

* * *

FULL PAGE ADS every month! That's the Wollensak photographic advertising schedule for 1923!

* * *

"EGOTISM," says Strickland Gillian, "is the anaesthetic nature administers to ease the pain of being a damphool."

* * *

"T" IS SILENT in Pockescope. In fact, there isn't any. The pocket telescope is a sales feast at which no T is served.



SUCCESS is just outside the 3-mile limit, awaiting the dealer who stocks Pockescopes and Biascopes. Your ship will come in, when you mail the enclosed post-card.

* * *

EVERY PHOTOGRAPHER who has an 18" Verito or a 16" Vitax is a live prospect for a Verito or Vitax Extension Lens. Stockhouse salesmen who capitalize on this fact, will find their sales increasing.

* * *

YOU BUY a better 'scope when you buy a Biascope.

* * *

INTERNATIONAL Exposition of Photographic Arts and Crafts, Grand Central Palace, New York City, April 21-28. If you attend, be sure to visit our booth. Write us for complimentary tickets. Available in April.

* * *

COMING!—a new Wollensak lens of interesting qualities. Watch for its announcement in next Lensology.



These are reproductions from artist's sketches on two new counter cards of compact, artistic proportions. There will be another attractive card on the Biascope, conforming to these in size and shape. Only 6" high, they will fit conveniently in any showcase or window. These are to be printed in four colors and should prove valuable aids to selling 'Scopes. Both cards will probably be ready when this issue reaches you.

An 11 x 14 Vitax!

Make a note in your catalog of the specifications of the new No. 7 Vitax, 11x14, 20" focus, f5 speed. Diameter of lens and flange same as on No. 5. Price \$200.00 in Barrel, \$215.00 in Studio Shutter. The man who owns a 16" Vitax can convert it to an 11x14 size, 20" focus by obtaining a Vitax Extension Lens, the price of which is \$57.50.

Here is the answer to the appeal for longer focus!

JAPANESE TISSUE FOR
CLEANING LENSES

An aid in producing brilliant negatives as
a help in keeping the lens free
from dust or dirt.

Price 10 Cents

WOLLENSAK OPTICAL CO.
ROCHESTER, N. Y. NEW YORK

CLEAN LENSES

make better pictures for the
photographer. Clean eye-
glasses mean better vision.
This specially prepared Japanese
tissue helps to clean prop-
erly, any kind of lens or optical
equipment.



ONCE we thought
work was a curse;
then it came to us that
it was a necessary evil,
and yesterday the truth
dawned upon us that it
is a blessed privilege.

—*Elbert Hubbard.*

