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LENSOLOGY
and
SHUTTERISMS

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WOLLENSAK OPTICAL COMPANY
ROCHESTER, N.Y.

SCOPE NUMBER

ER

SALES TIP!

HERE'S an obvious fact which may be overlooked. If your customer won't pay \$5.00 for a Biascope, you probably can sell him a Pockescope at \$2.00.



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clanks heavily down, we seem to hear a far-off echo in the cash-register of the dealer's store.

"Clank!—Another dealer makes \$1.67!"



"BIASCOPE" SIX-POWER

Coat pocket size binocular.
Weights only 7 oz. Dimensions
3 1/4 by 3 3/4. Objective lenses
are 25mm. diameter, giving 6
linear magnifications. Limp
leather case.

Multiply Vision

See all there is to see. Wollensak 'Scopes eliminate distance and reveal myriad objects invisible to the naked eye. Their use enhances the pleasures of the Great Outdoors. Biascopes and Pockescopes are backed by 24 years' experience in the manufacture of superior optical products.

If your dealer cannot supply you, order direct adding 25¢ for tax and postage on Biascopes and 4¢ for postage on Pockescopes. Money back promptly if not pleased.

Wollensak Optical Co.
28-30 Clinton Ave. Rochester, N. Y.

Quality photo lenses and shutters for 24 years

"POCKESCOPE" THE POCKET TELESCOPE

Magnifies 4 1/2 times. Less than 4
inches long. Weights only 1 1/2 oz.
Slips into the vest pocket like a
cigar or lead pencil. Complete in
limp leather case.



Ads like this, double column wide, in the leading Outdoor magazines, will help you sell more Wollensak 'Scopes

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If you sell cameras READ THIS

Lensology reaches hundreds of dealers in photographic supplies. In fact, as the name implies, it was designed originally to promote the sale of our photographic lenses and shutters.



However, it has "spread out" somewhat since the advent of Wollensak 'Scopes. And we hope it has made many new friends among the sporting goods and optical dealers.

But this is a message to the dealer in cameras—the man who has known and sold Wollensak lenses for many years. You are selling to a class of people who have money to spend on their hobby. They enter your store to buy film, cameras and other photographic accessories. Did you ever realize that they would be equally interested in Wollensak 'Scopes?

The Biascopic and Pockescopic have a universal appeal to everyone of every age, color, sex, creed or party. Amateur and professional photographers are not exempt. They like to motor, camp, hike, hunt and attend the theatre the same as any one else. And for that reason they will buy Wollensak 'Scopes.

In fact, the amateur photographer trudges the fields, the woods, the countryside looking for pictures to snap. How immeasurably a Wollensak 'Scope would add to the pleasure of his jaunts. And besides, it would often reveal some distant pictures that his naked eye would miss.

Just give your trade a chance to buy Biascopes and Pockescopes as other photo dealers are doing. Then call in a traffic cop to keep them in line.



WINDOW CARDS *that you can make yourself*

If you want to make an attractive and effective window display on Biascopes and Pockescopes, it would help if you prepared some special window cards other than those we are able to supply. Some suggestions are given below, and you could make these yourself or could have them made by your local sign man at a very nominal cost.

WOLLENSAK 'SCOPES

are made by the same expert workmen who make Wollensak photographic lenses. That's why they're so good.

'Scopes that Score with the Scout—

BIASCOPE

six power, five dollars.

POCKESCOPE

four power, two dollars.

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

POCKET SIZE!

They are light in weight and fit the pocket and the pocketbook. Just another reason why outdoor folks like

WOLLENSAK 'SCOPES

THE TWIN SIX

of field glasses—Biascope—twin optical systems, six-power. High-powered vision for only \$5.00.



IF dealers tackle the Biascope with only one-half the enthusiasm they have shown for the Pocke-cope, they will sell at least twice as many instruments.

M. C. W.

p. d.

An important consideration when ordering Biascopes

No, p. d. is not related to p. d. q. Not even distantly. Different family entirely. It is a term used in optics to signify "pupillary distance," the distance between the pupils of the eyes, center to center.

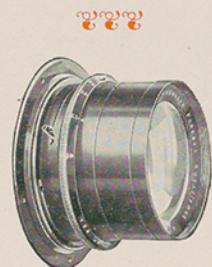
The average p. d. for adults is 63 mm. Accordingly the standard Bioscope has been given a 63 mm. p. d. and it will be entirely satisfactory to the big majority of your customers.

However, most boys, girls and children have a shorter p. d. than 63 mm. causing a double image. And with adults, shorter p. ds. are just as frequent as smaller-than-normal feet or ears. So in order to meet the needs of everyone, particularly the boy-scout, we are making a 58 mm. p. d. model Bioscope. In the future all Biascopes will have the p. d. marked on the center of the dial under the "6X."

Unless you specify otherwise, we will supply the standard Bioscope on your orders. But we suggest that you make about one-third of your order for the 58 mm. p. d. model. Then you will be able to give 100% service to your customers.

It would be well to bring this to the at-

tention of your salesmen. It will be only necessary for them to show both models to their customers. The customer can select the one that best satisfies him.



The Masterpiece

Series Ia Velostigmat f6.3 - 7.7, a new convertible anastigmat

The experience of a quarter of a century of lens making stands back of this new addition to the Wollensak line of photographic lenses. And we offer it to the trade with a certain feeling of pride, for we consider it the masterpiece of the entire line. Certainly, it is the most versatile, and it is by no means a simple lens to construct.

The Series Ia is a perfectly corrected convertible anastigmat, the single elements of which are perfected to an exceptional degree. Whereas most convertible lenses require a small aperture when the single

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combinations are used, the elements of the Series Ia can be used wide open with excellent results. They will give wiry definition to the very corners of the plate when slightly stopped down.

Triple-convertibility triples the usefulness of a lens. Instead of one lens and one focal length, the photographer has three lenses and three foci at but a slightly greater cost. The Series Ia offers single elements of the same or different focus, and their long focal length is very useful where a larger image, a better perspective or a telephoto effect is desired.

Commercial photographers and advanced amateurs will be interested in this new Wollensak lens, and the dealer who appreciates the selling value of new merchandise will push the sale of the Series Ia and reap a nice harvest of orders.

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.

Here's another card idea

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Seen on the ground-glass



GOOD THINGS come in small packages. Wollensak 'Scopes are compact and light in weight. Biascope weighs 7 ounces. Pockescope 1½ ounces.

* * *

'SCOPE PUBLICITY, other than our extensive advertising in outdoor magazines, will include attractive dealer helps as listed below.

* * *

HANDSOME CIRCULARS, lithographed in six colors, are now ready for distribution. These effectively feature the Biascope, but also describe the Pockescope so as to satisfy the customer who wants a glass of a very inexpensive character. Accordingly, it would be by all means advisable for you to stock them both.

* * *

COUNTER CARDS in four colors, suitable for use on the counter or in the window, will enable you to make an attractive display. There are three designs, two on the Biascope and one on the Pockescope. All

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are of the same style, size and shape, but have different pictorial themes. Used in conjunction with the 'Scopes themselves, they should prove mighty effective.

* * *

CUT BOOKS. If you plan to advertise in your local papers, as most enterprising dealers will, or if you want to get up a little special circular on Biascopes and Pockescopes, send for our cut book, illustrating a wide variety of cuts available for your use.

* * *

THE CARD enclosed will facilitate your ordering ad matter and 'Scopes. Summer, the season of your greatest opportunity for 'Scope sales, is almost here. Be sure to have enough instruments on hand.

* * *

A HARMONIOUS pair! Pockescope Pete and Biascope Bill. Let them sing their siren song to your customers.



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"**PHOTOGRAPHICALLY SPEAKING,**" according to Pittman's Trade Tips, "a flapper is a young girl who is under-developed and over-exposed."

* * *

WHEN YOU buy a 'Scope, buy a Biascope.



A BIG HELP

to dealers is the 'Scope ad matter described on pages 11 and 12.

TRIFLES make
perfection but
perfection is no
trifle.

Michael Angelo